

GROWERTALKS

GT in Brief

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On The Move

Jennifer Zurko

BAILEY

Bailey announced Jasmina Dolce has joined the marketing team as Trade Communications Strategist. In this newly created position, Jasmina will drive industry-focused communication efforts that support initiatives for Bailey, Endless Summer Hydrangeas, First Editions Shrubs & Trees, and Easy Elegance Roses through its trade audiences, including consumer brand licensees, growers, garden centers and other indirect channels. Prior to joining Bailey, Jasmina worked in various editorial roles with Greenhouse Product News and its sister brand Lawn & Garden Retailer.

Bailey also added Nick Stevens to its Consumer Brand team as the Licensee Account Representative. In this newly created role, Nick will work with over 40 accounts across the United States, focusing on selling young plant liners and working to create opportunities for growers to expand the Bailey Consumer Brand portfolios within their key market channels. Before joining the Brand Team, Stevens worked as a Bailey Sales Representative for four years. Additionally, Nick has many years of experience managing a regional landscape and installation company.

BASF

Barbara Aguiar has been named Director, Professional & Specialty Solutions (P&SS) Business Management, North America, for BASF. She succeeds Stephanie Jensen who recently moved into a new role as Vice President, Global Strategic Marketing Insecticides. Barbara is currently the Director, P&SS Global Marketing and Business Development, where she provided strong leadership in strategy creation, portfolio management, developing the global P&SS marketing community and driving business development projects, including third-party negotiations. Barbara has been with BASF for 14 years. Born and raised in Sao Paulo, Brazil, Barbara holds a master's degree in International Affairs from the University of Pittsburgh and a Master of Business Administration (MBA) from the University of North Carolina at Chapel Hill. Prior to joining the P&SS global marketing team, Barbara worked in the areas of communications, branding, industry relations and leadership engagement.

DRAMM CORPORATION

Dramm has Brett Kroszner as Northeastern U.S. Technical Representative. He'll work with customers to support Dramm's commercial products, focusing on hand-watering tools, complete irrigation systems, chemical application, horizontal air flow, humidity management and complete water system integration. Brett has spent the past 11 years in greenhouse production and product distribution.

Dramm also announced that Jared Babik has been promoted from Northeastern U.S. Technical Representative to National Project Sales Manager. In this new role, Jared will focus on project sales for Dramm's complete water

integration services. Working directly with growers and alongside the company's distribution partners, Jared will advise growers on best management practices for water management and irrigation, while helping them to design complete systems.

SYNGENTA

Syngenta announced the appointment of Angela Guinn as the ornamental territory manager for California and Brett Konjoian as the territory manager for the Northeast. In these roles, Angela and Brett will assist nursery and greenhouse growers, as well as distribution partners with developing effective ornamental plant protection strategies.

Angela received a Bachelor of Science in environmental horticulture science from California Polytechnic State University, San Luis Obispo. She maintains a wealth of ornamental and landscape knowledge from her time working for Disneyland Resorts and the city of San Clemente. Most recently, she served as senior greenhouse manager for Wonderful Nurseries.

Brett grew up in the ornamentals industry at his family-owned greenhouse in Andover, Massachusetts. He received a Bachelor of Science in turfgrass science from Pennsylvania State University and held previous roles as an assistant superintendent at various golf courses in Pennsylvania. For the past six years, Brett served as a parks department manager where he led a team of nine full-time and seasonal employees.

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