

GROWERTALKS

GT in Brief

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On The Move

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BAILEY

Bailey announced **Stuart Burns** is the newest Territory Sales Representative joining the sales team. In this position, Stuart will partner with customers in the Minneapolis-St. Paul metro area in Minnesota, as current Bailey Sales Representative Brenda Wickenhauser transitions into retirement. Stuart joined Bailey two years ago as an Inside Sales Representative supporting customers in Michigan and Ohio, and providing consumer support on the Bailey brand websites.

BALL HORTICULTURAL COMPANY

Dan Miller has been hired as the Director of Retail and Landscape, responsible for The Home Depot retail programs and leading the Retail and Landscape team. Prior to joining Ball, Dan worked for Eaton Bussmann and Energizer Battery Company in roles where he actively collaborated with The Home Depot, Lowe's, Walmart, AutoZone and Kroger. He brings with him over 18 years of working with retail channel partners along with experience as a product manager for Little Tikes and Purina.

BALL SEED

Nora Lozada has joined the Ball Seed sales force, serving Ball Seed customers in Eastern Iowa in collaboration with Tom Seery, who's transitioning to the Midwest Regional Business Manager over the next year. Nora recently worked for Flamingo Holland, selling flower bulbs and perennials to growers across North America. Prior to Flamingo Holland, Nora spent four years with Henry F. Michell's, serving customers in Colorado and the Mountain West. Nora started her sales career at Welby Gardens in Denver, Colorado, where she worked for five years with landscape and independent garden center customers in the Colorado market.

Dave Rasmussen has also joined the Ball Seed sales force, transitioning from his position as an Account Development Representative for Ball Seed ColorLink when he joined Ball in June of 2021. Dave is covering Eastern Wisconsin, working closely with John Steinlage who has transitioned to Regional Business Manager for the Northeast and Great Lakes Regions. Prior to joining Ball, Dave spent 11 years with Schroeder's Flowers and Schroeder's Fox Valley Greenhouse in Green Bay, Wisconsin. He started his career selling interior and exterior plantscaping projects, including sourcing specimen plants from Florida growers. After six years, he transitioned to managing their blooming tropicals program, serving garden centers and florists in the Upper Midwest. He finished his time at Schroeder's leading the sales team.

BIOWORKS

David Spampinato has been named Senior Product Manager and **Chris Rose** has been named Product Manager at BioWorks. In their new positions, David and Chris will be managing product life cycles to better serve existing and new core customers in all markets. David has over 20 years of experience in marketing and product management with strong skills as a strategist in social media, public relations, copyrighting, branding and lead generation. He previously held positions helping large brands, such as Xerox and Eastman Kodak, execute strategic sales and marketing plans.

Chris joins the BioWorks marketing department from Research & Development where he was actively involved in leading a team to perform product testing, development and commercialization.

ERFGOED

ErfGoed announced that **Cor Bremmer** has joined ErfGoed as the company's new Head of Commerce. Before joining ErfGoed, Cor was formerly Commercial Director at Beekenkamp Plants Ornamentals where he was responsible for sales, marketing and product development. Born into a grower family, Cor studied Horticulture and built his expertise in nursery stock, starting material of chrysanthemum cut flowers, potted and bedding plants.

PLEASANT VIEW GARDENS

Pleasant View Gardens announced the promotion of **Tanya O'Brien** to Sales Operations Manager. Tanya started with the company in August 2021 as the Customer Relations Manager. In her short tenure at Pleasant View Gardens, she's excelled in building a strong, competence-oriented team, implementing new processes to improve performance, and providing quick and easy customer solutions.

In her new position as Sales Operations Manager, Tanya will assume the role of primary liaison with the Pleasant View sales team and customer relations team to the company's broker customers and key accounts. She'll continue to oversee the customer relations team while focusing on transforming sales tools to ensure they operate efficiently and effectively to optimize the customer experience.

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