

GROWERTALKS

GT in Brief

9/1/2022

Terra Nova's New GM

Jennifer Zurko



Terra Nova Nurseries announced the promotion of Harini Korlipara from Lab Manager and Research Director to General Manager of the company. Harini has been at Terra Nova for more than two decades. Her new role will involve collaboratively managing the company's breeding program, operational efficiencies and budgetary administration. She'll work closely in the new position with other members of Terra Nova's management team, which is responsible for overseeing the business's budget; streamlining lab and liner production; supervising licensees, stock and trial material for brand new Terra Nova varieties; and other managerial duties.

Harini will continue her tenured roles involving lab research, plant breeding, tissue culture production, and ST3 sales in North America. She will additionally maintain her role as a member of Terra Nova's licensing team, where her focus is to provide support and stock to licensees at various levels, with a primary concentration upon international licensees.

Harini joined Terra Nova in December 1999 as a research assistant and plant breeder, and she's since held positions with increasing levels of responsibility.

Her preceding Terra Nova positions have included Laboratory Research Assistant, in which she provided extensive internal breeder support; and Laboratory Manager, where she oversaw the development of new varieties with improved habit and growth traits, disease resistance, and increased liner and plug productivity. Harini was also a plant breeder, with a crucial focus on laboratory breeding and production; and principal breeder of composite plants, offering a diverse and wide range of special support for the breeding team. She additionally worked as Terra Nova's Laboratory Division Manager in charge of all Tissue Culture sales; Global Supply Chain Manager, including sending stock to and visiting/training all production labs and cutting farms around the world; and Director of Research and Laboratory Development. **GT**