



## **PRESS ANNOUNCEMENT**

### **For Immediate Release**

# **Vive Introduces Trio of Dynamic Leaders to Drive Growth and Innovation**

## **Vive hires a new Eastern US Sales Manager, Director of Sustainability and Stakeholder Relations, and promotes a VP of Finance.**

**TORONTO, Ontario (February 21, 2024)** – Vive Crop Protection is excited to announce the addition of Greg Esco, Eastern US Sales Manager; Bruce Ringrose, Director of Sustainability and Stakeholder Relations; and the promotion of Jeff Lacrooy to VP of Finance.

With more than 25 years of experience in agriculture, Greg Esco brings a wide breadth of knowledge in agronomy, customer relations, and sales management to Vive's Eastern US sales team. Esco spent the last few years working as the Director of Key Accounts for Simplot Grower Solutions and was with Nutrien Ag Solutions for 24 years before that. Esco will be responsible for overseeing Vive's Eastern US Sales Team, supporting key channel partners, and expanding Vive's market position sales in the East.

"We are thrilled to have Greg on board the Vive Crop Protection team," says Dave Rummel, Vive Crop Protection's VP of Sales and Business Development. Greg brings strong relationships, a thorough agronomic background, and skilled leadership abilities to the Vive team, helping us drive the awareness and adoption of our unique lineup of Precision Chemistry solutions with distributors, retailers, and growers."

With his entrepreneurial background, Ringrose has more than 25 years of experience in the private and public sectors. Ringrose seeks game-changing, sustainable business models in agriculture and cleantech by securing non-dilutive innovation capital. Ringrose's most recent skills come from experience as the Head of Sustainability and Stakeholder Relations at Farmers Edge.

"We are glad to have Bruce join the team. Bruce has developed and managed multiple innovation portfolios as well as executed business opportunities with interdisciplinary teams and many external stakeholders, making him a great addition to Vive," says Megan Wheeler, Vive Crop Protection's Chief of Staff. "Bruce's attributes of leadership, communication to build consensus, and professional congeniality provide the basis to navigate the globally competitive business landscape."

A member of the Vive team since 2021, Jeff Lacrooy has been promoted to VP of Finance. With over 15 years of finance and operational experience, Lacrooy has made major strides in the development of Vive's financial and operational systems.

"Jeff has been a pleasure to work with," says Darren Anderson, CEO of Vive Crop Protection. "He has a voracious learning and growth mindset and has done a great job communicating both

to internal and external stakeholders. He truly lives Vive's values and is a key part of our success in building something real. This promotion is well-deserved."

For more information about Vive Crop Protection, visit <https://www.vivecrop.com/>.

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### **About Vive Crop Protection**

At Vive, we create Precision Chemistry™ that simplifies crop production and delivers real results to growers. Powered by Vive's patented Allosperse® Delivery Technology, we optimize conventional and biological crop inputs for improved product performance from the jug to the field. Learn more at [vivecrop.com](https://www.vivecrop.com).

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