



PRESS ANNOUNCEMENT

For Immediate Release

Vive Crop Protection Expands Commercial Leadership Team with Strategic Hires and Promotions

New appointments and promotions strengthen Vive's position for growth and innovation.

TORONTO, Ontario (September 6, 2024) – Vive Crop Protection is pleased to announce several key leadership changes, including the addition of Lana Green as National Account Manager, Steve Eskelsen as Northern Technical Sales Agronomist, and the internal promotions of Jonathan Adamson to Regional Account Manager and Greg Esco to US Sales Leader. These strategic moves support Vive's commitment to driving growth, fostering innovation, and enhancing customer support across the agricultural industry.

Lana Green, bringing over 15 years of experience from roles at FMC, Syngenta, and Winfield United, will lead Vive's distribution network in the United States. As National Account Manager, she will be responsible for developing and executing distribution strategies and large account management plans that support Vive's goals and customers' needs. With her expertise in strategic account management and distribution models, Green will play a crucial role in expanding Vive's market position and cultivating relationships with key distribution partners.

"Lana's extensive background in agricultural sales and distribution makes her a vital addition to our team," said Dave Rummel, VP of Sales and Business Development at Vive Crop Protection. "Her leadership and insights will help us strengthen our presence and better serve our partners nationwide."

Steve Eskelsen joins as Vive's Northern Technical Sales Agronomist, bringing his extensive agronomic expertise and technical support experience. With a Ph.D. in Horticulture Crop Science and Pest Management, Eskelsen will oversee agronomic recommendations, data generation, and training while working closely with growers, retailers, and key influencers across the northern US. He will also lead field trials and collaborate with Vive's Product Management and Biology teams to enhance product development and customer support.

"Steve's deep agronomic knowledge and ability to build relationships with key influencers will be instrumental in driving the adoption of Vive's Precision Chemistry solutions in the northern and western territories," added Rummel.

Additionally, Jonathan Adamson has been promoted to Regional Account Manager, while Greg Esco, previously the Eastern US Sales Manager, has been promoted to US Sales Leader. Both promotions highlight the importance of their leadership in helping Vive achieve its sales objectives and strengthen its market position across the country.

“We are excited about the incredible talent and leadership we’ve added to the team,” said Darren Anderson, CEO of Vive Crop Protection. “These strategic hires and promotions will accelerate our ability to deliver innovative solutions to the market, strengthen our partnerships, and continue driving success for growers across the country.”

For more information about Vive Crop Protection, visit www.vivecrop.com.

###

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.

For Media Inquiries Contact:

Emily Roden
Marketing and Communications Manager
Vive Crop Protection
919-649-2398
eroden@vivecrop.com