



**PRESS ANNOUNCEMENT
FOR IMMEDIATE RELEASE – January 22, 2025**

Vive Welcomes Four Industry Experts to Commercial Team

TORONTO, Ontario (January 22, 2025) – [Vive Crop Protection](#) is thrilled to announce the expansion of its Commercial team with the additions of Art Graves, Northeast Technical Sales Agronomist; Darren Bodine, Midwest Territory Sales Manager; John Rouse, Mid-Atlantic Territory Sales Manager; and Mark Reinert, Southern Plains Territory Sales Manager.

“I’m excited to welcome these outstanding professionals to the team at Vive,” says Greg Esco, US Sales Lead. “Their industry expertise and dedication to grower success will strengthen our impact on the acre to drive growth and excellence in Precision Chemistry™ crop protection.”

[Art Graves](#) joins Vive as the Northeast Technical Sales Agronomist. With a Masters of Science in Plant Pathology/Phytopathology and several years of experience as an agronomist at Corteva and T&S Crop Service, Graves brings a deep understanding of crop health and disease management, which he will leverage to support growers and distributors in the Northeast. In his role, Graves will focus on providing tailored agronomic recommendations, conducting on-farm trials, and delivering technical training to help customers maximize the performance of Vive’s innovative crop protection products.

With 27 years of experience in agriculture, [Darren Bodine](#), Midwest Territory Sales Manager, comes to Vive from Valent U.S.A. where he most recently worked as a Strategic Account Manager. Bodine’s strong sales background paired with his extensive industry knowledge will be a major asset to Midwest growers and distributors. Based in Monticello, IL, Bodine will be covering Illinois, Wisconsin, Southern Indiana, and Kentucky.

[John Rouse](#) comes to Vive as the new Mid-Atlantic Territory Sales Manager. He brings six years of experience as a sales manager at Ag Nutrients, and three decades of industry insights from Miller Chemical, Providence Ag, Meherrin Ag, and Harvey Fertilizer & Gas Company in the North Carolina region. As a Certified Crop Advisor (CCA), Rouse brings invaluable expertise to the Commercial team. Based in Kinston, NC, Rouse will be covering North Carolina, South Carolina, Virginia, West Virginia, and Eastern Tennessee.

After nearly three decades working in agriculture, coupled with a strong entrepreneurial and marketing background, [Mark Reinert](#) joins Vive as the new Southern Plains Territory Sales Manager. Coming from Van Diest Supply Company, Reinert’s commitment to innovation, along with his in-depth understanding of the Southern Plains regions, will make him a great addition to the team. Based in Eaton, CO, Reinert will be covering Southern Colorado and Kansas.

“Bringing this level of talent and experience to our team marks an exciting step forward for Vive,” says Dave Rummel, VP of Sales and Business Development. “Each individual brings a unique set of skills and expertise that will strengthen our ability to expand our reach and deepen connections with our customers. Together, they will play a pivotal role in driving the growth of our pipeline of innovative solutions, empowering growers across the nation.”

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

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