



**PRESS ANNOUNCEMENT  
FOR IMMEDIATE RELEASE**

**Vive Strengthens Leadership Team with Strategic Promotions**

**TORONTO, Ontario (March 20, 2025)** – Vive Crop Protection is pleased to announce two key leadership appointments, reinforcing its commitment to innovation and strategic growth. Dave Rummel has been named Chief Commercial Officer and Jeff Lacrooy has been promoted to Senior Vice President of Finance. These strategic decisions support Vive’s core values of succeeding through collective genius and building something real.

Dave Rummel, with over 20 years of experience in the crop protection industry including sales, business development, strategic sourcing, portfolio management and marketing, will be responsible for overseeing Vive’s entire commercial organization as Chief Commercial Officer. By integrating all commercial activities under a single leader, Vive can increase the velocity of decision making, and enhance the commercial impact of all key initiatives.

“Dave has been a pivotal member of the Vive leadership team and I am confident that his expertise and strategic vision will drive even greater contributions in his new role as CCO,” said Darren Anderson, CEO of Vive Crop Protection.

Jeff Lacrooy, who has brought over 20 years of experience in finance, operations, and accounting to the Vive team, has been promoted to Senior VP of Finance. Jeff has leveraged his in-depth knowledge to play a key role in strengthening Vive’s financial and operational processes.

“We are excited about these changes to our leadership team,” added Anderson. “These strategic promotions will accelerate our ability to deliver cutting-edge solutions, foster stronger partnerships within the industry, and ensure Vive’s continued success for growers.”



Pictured: Dave Rummel (left), Jeff Lacrooy (right).

For more information about Vive Crop Protection, visit [www.vivecrop.com](http://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](http://vivecrop.com).

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