



PLANTPRODUCTS

A member of Biobest Group

Plant Products appoints

High-Tech Market Development Lead

Leamington, Ontario. September 5, 2023.

Plant Products - A member of Biobest Group is pleased to announce the promotion of **Liam Brennan** leading High-Tech Market Development. In his new role, Liam will coordinate the introduction of several new high-tech offerings that Plant Products will be introducing to customers in Canada and the Eastern USA.

With a combination of practical, on-farm experience and a strong technical background, particularly in integrated pest management, Liam will be supporting Plant Products' customers and technical sales and IPM teams throughout the introduction and implementation of high-tech products and services, such as Biobest Academy, Entomatic, and Crop-Scanner.

A graduate of the University of Guelph, Liam has worked in equipment sales and technical support and in customer service. He began his Plant Products career as an IPM Specialist in the Leamington, ON area in 2016 supporting greenhouse customers in their use of beneficial insects as part of a pest management strategy. Liam has worked closely with many innovative growers to refine their management strategies.

An avid cyclist and proud dad, Liam lives in Harrow, ON with his wife and two children.



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