

## Spring-Green Welcomes New Vice President of Marketing



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✖ Plainfield, Ill. – [Spring-Green Lawn Care](#) is pleased to announce the addition of Nonna Kofman to focus on developing programs in the areas of marketing and technology, as well as leading customer acquisition and retention and making enhancements to the technology platform. Prior to joining Spring-Green, Kofman successfully led multi-million dollar marketing automation, digital platform and e-commerce projects for large and mid-size companies, such as Motorola, AeroBed, Brightspark Travel and Follett School Solutions.

“Marketing has a direct impact on the success of our franchise owners. Having that tangible effect on a large number of family-owned, small businesses is very inspiring to me,” she said.

Many of Spring-Green’s [green industry franchise owners](#)—those who own landscape, hardscape, pest control or other green industry businesses in addition to a Spring-Green franchise—cite the company’s [industry-leading marketing and technology](#) as a one of the main reasons they considered diversifying with Spring-Green. “Because of the marketing programs offered by the support center, our franchise grew between 200 to 300 percent this year,” said Travis Snead, franchise owner in the Wilmington, North Carolina area.

“We look forward to Nonna applying her excellence and experience in the areas of customer acquisition and retention, as well as in defining the ideal digital and customer experience to grow sales and reduce operating costs, to our mission,” said James Young, Spring-Green president. “Nonna has a strong comfort level with understanding and deploying new technologies, as well as an understanding of the service industry, that we think will prove invaluable to Spring-Green.”