

## Valent to Expand, Restructure Sales Force to Support Growing Business



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Valent U.S.A. Corporation has announced a series of strategic internal promotions and projected new hires, a move to better align the sales organization with the company's growing product portfolio and to improve service to customers.

Matt Plitt, Valent vice president of sales, said the changes support the numerous new Valent products-including seed protectants and other agricultural and professional products registered in the last few years. Plitt said the company recognized that the sales and support teams needed to adjust to reflect the rapid growth in existing and pipeline technologies.

As part of the restructuring and expansion of the sales force, Rick Kraus has been promoted to senior manager of distribution strategy. Kraus will oversee the strategic growth plans and initiatives of each agricultural distributor account and will now manage an expanded team of national account managers. National Account Managers Steve Anderson, Andy Bogue, Tom Caruso, Todd Hubble and John Johnson will report to Kraus in his new role.

In addition to the account management expansion, Mike Riffle has been promoted to manager of national sales and market development for Valent Professional Products (VPP). In this expanded role, Riffle will oversee both the technical and sales teams within the VPP business segment.

Joe Chamberlin has been promoted to an expanded role as field market development (FMD) specialist and market development manager for VPP. Chamberlin will now manage the VPP FMD team as well as specific national projects for the professional business segment.

Plitt said Valent will continue to evaluate growth potential and need for additional support staff on regular basis. Over the next few months, the

company will develop and initiate a detailed plan for adding new territories in strategic market segments.