

FBS Adds New Midsouth Regional Sales Manager

MEMPHIS, TENN.

Floratine BioSciences (FBS) is pleased to announce the addition of Scott Sivils as its new Regional Sales Manager for the Midsouth. Dr. John Bradley, Vice President of Technical Sales Development, said Sivils will enable FBS to increase its presence in the Midsouth. "He will be instrumental to introducing and validating our new technology in the region," Bradley said.

"We're excited to have Scott with all of his Midsouth agricultural background and contacts that he developed in 15 years as a cotton buyer for Weil Brothers. He's worked directly with key decision makers throughout the Midsouth."

Sivils has 18 years of sales, marketing and communication experience in the Midsouth, and has developed an extensive network of contacts throughout the region. He formerly worked with cotton merchant giant Weil Brothers Cotton, Inc. where he aggressively cultivated new cotton buying opportunities in the five-state region. He also daily compiled regional market and crop condition information. Earlier, he worked as the Midsouth Pool Manager with Beltwide Cotton Cooperative, and as a sales representative with Swayze Brokerage Company.

"I'm very excited about FBS and its products," Sivils said. "When I was a cotton buyer, I worked with ginners and growers to help them market their crop. I formerly helped them manage their financial risk; now I'm working with the same growers to help them manage their environmental stress risks. I now can help them increase their quality and yield,

thereby helping them make a bigger profit."

Sivils graduated from Northeast Louisiana University with a Bachelor of Business Administration in Finance. △

Scott Sivils
New Regional
Sales Manager
for the
Midsouth



Link Directly To: **AgVENTURE**



Link Directly To: **PIONEER**



Link Directly To: **VERMEER**