



Press Release from Proven Winners®

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FOR IMMEDIATE RELEASE

Proven Winners Announces New Director of Grower Accounts

With more than a decade of experience at Walters Gardens, Tim Anderson brings sales, program development and network building skills to the role.

[DeKalb, IL] – [Oct. 11, 2023] – Proven Winners® is proud to announce that Tim Anderson has joined the company as director of grower accounts. In this newly created role, Anderson will be using his unique skillset to support the Proven Winners licensee network, build strong relationships, shape programs and build brand loyalty with both growers and brokers.

Anderson most recently served as director of national sales accounts and business development at Walters Gardens, the Proven Winners perennials licensee, where he spent more than a decade working closely with growers and broker sales representatives.

“We are excited to be expanding and strengthening our sales team with the addition of Tim,” said Dave Konsoer, Proven Winners vice president of sales. “Given his strong knowledge of the industry and the overall Proven Winners program, we’re confident that he can hit the ground running to support our license network and our grower and broker customers.”

Anderson brings a strong background of growing culture and techniques, as well as the ability to build successful strategies in conjunction with growers and their retail partners. He is excited to embrace customers and bring them knowledge to help execute their production plans.

“I love building relationships with our customer base, developing programs and putting together solutions to help them further their business models to be successful and more profitable,” Anderson said. “Proven Winners is a sound company that brings great genetics to market and has a consumer-facing marketing campaign that’s all about success in the garden. These are all things that are important to me, backed by a marketing campaign that’s second to none. I want to bring the brand value to the customer in addition to the plant value.”

Anderson’s favorite Proven Winners plants include Supertunia Vista® Bubblegum® *Petunia* and Summerific® ‘Holy Grail’ *Hibiscus*. He can be reached at tim@provenwinners.com.



The #1 Plant Brand.®

Proven Winners is a global plant brand that introduces the industry's leading annuals, perennials, shrubs, trees, and houseplants to the market through a network of top propagators. It combines extensive experience, innovative thinking and world-class customer service to ensure professional growers and home gardeners have the most efficient tools and dynamic growing solutions for ongoing success. Look for Proven Winners products in garden centers throughout North America in their signature white branded container. More information about Proven Winners is available at provenwinners.com.