



AgroSource Names Jeff Santosuosso Marketing Director

(Tequesta, FL)

AgroSource announces that Jeff Santosuosso has assumed the Marketing Director position, effective immediately. Jeff's primary responsibilities include positioning FireWall™ and FireLine™ effectively to serve the citrus, pome fruit, and other markets.

Jeff began his agriculture career supporting the bactericides and miticides/insecticides at Merck AgVet, working closely with growers, resellers, and industry affiliates to maximize product performance in tree crops and vines. Later, at Novartis Crop Protection, Jeff managed the life cycles of the insecticides line, from product development through post-patent strategies.

His background includes marketing, sales, product development, licensing and mergers/acquisition, and general management. He recently served as General Manager of Pegasus Laboratories, Inc., leading that animal health company to 3 strong years of successive growth. Later, he founded Entry Strategy Consulting, LLC, designed to help a variety of national and international clients identify and capitalize on new revenue and profit opportunities. He has a bachelor's degree from Stanford University and an MBA from the Tuck School at Dartmouth College.

"Jeff brings first-hand experience with our two major products, having worked with our key constituents. We're pleased to bring his experience and insight to the AgroSource team," said Taw Richardson, CEO & President. "With our recent growth and new opportunities to serve growers in a variety of crops nationwide, Jeff complements our senior team, positioning us to serve our customers with a full complement of R&D, technical, regulatory, operational, and commercial expertise. We're sure our customers will benefit from this addition to our team."

Contact information for Jeff Santosuosso

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About AgroSource

AgroSource is a global agricultural life science company established to meet the unique needs of growers, with emphasis on specialty crops. The AgroSource team works in a focused and collaborative manner with the agricultural community to identify products that meet these needs – ones that are often overlooked by highly diversified companies. AgroSource developed, manufactures, and markets FireWall™ and FireLine™ brand bactericides.