



Press Release from Proven Winners®

For more information, please contact:

Kate Spirgen

B2B Marketing Specialist

Proven Winners®

kspirgen@provenwinners.com

779.222.0518

FOR IMMEDIATE RELEASE

Proven Winners® Announces New Director of Product Development

Noah Derohanian, former lead grower at Pleasant View Gardens, will take over the role from longtime employee John Gaydos.

[DeKalb, IL] – [Oct. 9, 2024] – Proven Winners® is pleased to announce Noah Derohanian as the new director of product development. In this role, he will be ensuring only the best quality plant material is sent to propagators to ensure success from the greenhouse to the retail bench to the garden.

"I couldn't be more excited to build on the relationships I already have with our stock facilities as well as being at the forefront of the quality products being shipped to our propagators," Derohanian says.

Derohanian follows in the footsteps of John Gaydos, the first-ever Proven Winners employee, who has been mentoring Derohanian throughout the stock season. He will continue to do so, providing valuable insights and guidance to maintain the company's high standards and continue its tradition of excellence until his retirement in April.

"I am looking forward to working with Noah as we move through this transition," Gaydos says. "I have worked with him over the last seven years and truly admired his leadership skills, cultural knowledge and love for life. It is my pleasure to have Noah join the Proven Winners organization."

Derohanian brings extensive experience and expertise from his distinguished career in the horticultural industry. For the past seven years, he has excelled as the lead grower at Pleasant View Gardens, overseeing six growers and managing 8 acres of greenhouse space. He holds a Bachelor of Science in Environmental Science from Southern Connecticut State University and began his career at Clinton Nursery.

You can reach Noah at noah@provenwinners.com or 603.573.8014.

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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.