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Verano365® Adds Horticulture Industry Veteran as Account Director

Southlake, Texas; January 7, 2020 – Verano365® is enhancing their team by appointing Herbert Rabalais as Account Director. The Texas-based horticultural innovations company creates specialty products for greenhouse, nursery, and hydroponic growers, and Rabalais will take the lead in nurturing relationships within the industry and introducing new products to the market.

Prior to joining Verano365, Rabalais served as area sales manager for Sun Gro Horticulture, where he was responsible for multiple key accounts and led a team of district sales managers.

Rabalais joins Verano365 at a pivotal time. "As we prepare to launch the Verano365 suite of products to the market, having a recognized sales leader like Herb on the team will prove tremendously valuable," said John Appel, President of Verano365. "Not only is he a great cultural fit within the company, but he's known for being a strategic and trusted advisor to his clients. Growers and distributors know that Herb can be relied upon to listen to their needs and help them find solutions that work best for their operations."

Rabalais brings a knowledge of grower needs, experience with distributors, and a technical savvy in the horticulture industry that will complement the Verano365 team. In the last few months, the company also hired David Coorts as Technical Director, most recently from NewLeaf Symbiotics. Verano365 solutions are created with a proprietary formulation technology, OpusMAX, which creates a powerful synergy with horticultural inputs and an unmatched impact on plants. Rabalais joined Verano365 to help introduce these products to the market.

"Horticulture is a very complex industry, and growers need to be able to call on partners who understand their issues and can help them troubleshoot to find solutions that will maximize their profit per square foot," said Rabalais. "I'm delighted to join the Verano365 team—the formulas that we'll bring to market in 2020 have proven results in lab testing and field trials, and I'm excited to see growers experience the results."

A Louisiana state-licensed horticulturist, Rabalais earned a Certification in Horticulture from Louisiana Technical College as well as a Bachelor of Arts from Southeastern Louisiana University. Rabalais' past experience includes serving as a territory sales manager for BWI Companies and owning and operating a small business.

About Verano365

Verano365 aims to help the world thrive with healthier harvests. The Texas-based company provides specialty horticultural innovations utilizing a proprietary formulation technology, OpusMAX. Verano365's solutions for greenhouse, nursery, and hydroponic management enable growers to get the most out of their inputs, from more efficient use of fertilizers to enhanced yields and shelf-life. Learn more about how our products help growers maximize profit per square foot at www.verano365.com.

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