

September 3, 2019

## **Verano365® Welcomes Technical Director to Team**

**Southlake, Texas; September 3, 2019** – Verano365® has named Dave Coorts as Technical Director and part of its leadership team. Coorts will lead product development, research, and regulatory efforts for the horticultural innovations company. In addition, he will act as the subject matter expert for the Verano365 sales team, customers, and partners.

Coorts joins Verano365 from NewLeaf Symbiotics, where he was the Director of Field Biology and developed new commercial bacterial strains. With more than 30 years of experience at leading agricultural companies, Coorts has held positions at Arysta LifeScience and Dow AgroSciences, including North American Biosolutions Product Development Manager, National Technical Service Manager-Biosolutions, Market Development Manager, and Commercial Agronomist.

Verano365 will capitalize on Coorts' extensive industry experience. "Dave brings a tremendous blend of scientific and customer experience that he's developed over the course of a successful career in agriculture. We are thrilled to have Dave on board to advance our technology and bring products to growers that create real impact," said John Appel, President of Verano365.

Coorts will help Verano365 develop new products for greenhouse, nursery, and hydroponic growers utilizing his extensive background in field research. "The products that we're developing at Verano365 utilize a proprietary formulation technology, OpusMAX. We're seeing that it creates a powerful synergy with horticultural inputs, and it's producing tremendous impact on plants," said Coorts. "I'm excited to join the Verano365 team and help provide innovative solutions, backed by science, to growers."

With a Bachelor of Science in Plant and Soil Science from Tennessee Technological University and a Master of Science in Soil Taxonomy from The University of Tennessee, Coorts joins Verano365 with both exceptional credentials and experience in leading numerous businesses through product registration, protocol development and implementation, data analysis and numerous product launches.

### **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](http://www.verano365.com).

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