

Harlan Ewert Named Sales Director-West at Verdant Technologies

Produce industry veteran brings three decades of retail and procurement expertise to the company

ST. PAUL, MN, UNITED STATES,
November 10, 2021 /

EINPresswire.com/ -- [Verdant Technologies](#) announces the addition of produce industry veteran [Harlan Ewert](#) to the position of Sales-Director West, effective immediately. Mr. Ewert comes to Verdant from 30+ years with The Kroger Co. He has spent his career in the retail grocery business and brings procurement, leadership, lean process improvement and retail expertise to the Verdant sales team. Ewert will lead all Western sales initiatives for Verdant Technologies and report to Scott Harker, VP of Sales.

As Produce Category Manager for Kroger, the largest supermarket chain in the US, Ewert drove significant category growth and led numerous strategic initiatives for the company. During his tenure, he served in various leadership roles across the country, focused on implementing best practices, maximizing category strategy, managing high-performing teams, and aligning company and customer goals.

"Consumers demand freshness in their produce – and the success of the industry depends on it. [HarvestHold](#) brings a solution to an ever-changing world, whether pandemic or supply chain-related, to meet this expectation," said Ewert. Ewert has led a sizable team of procurement specialists, been a frequent presenter at Kroger leadership programs, and has been closely connected with many produce suppliers in a vast range of commodities. Ewert shared, "I look



Harlan Ewert, Sales Director-West at Verdant Technologies





Consumers demand freshness in produce – the success of the industry depends on it. HarvestHold is a solution to an ever-changing world, pandemic or supply chain-related, to meet this expectation.”

Harlan Ewert

forward to continuing to collaborate throughout the industry and accelerate the introduction of HarvestHold™. I am very excited to be joining the Verdant team.”

Ewert joins the team at a pivotal time for Verdant. HarvestHold, Verdant’s introductory produce shelf-life extension product, received EPA approval in September 2021. “We are thrilled to welcome Harlan to the company. His deep knowledge and disciplined approach to the category make him a valuable part of our team. He is highly respected in the industry and brings retail and grower insights to our sales team that will strengthen the

HarvestHold offering to the entire supply chain,” said Verdant CEO, Gordon Robertson.

Gordon Robertson
Verdant Technologies
[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/556018093>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2021 IPD Group, Inc. All Right Reserved.