



FOR IMMEDIATE RELEASE

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Rob-See-Co Hires Brian Davis as Eastern Division Sales Manager

Realigns Sales Divisions for Greater Bandwidth

ELKHORN, Nebr. (Dec. 6, 2022) – Rob-See-Co, an independent seed company located in Elkhorn, Nebr. announced the addition of Brian Davis as the Eastern Division Sales Manager covering the states of Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, and Wisconsin. This announcement comes in conjunction with a newly structured sales division which allows additional sales management and channel development in the new geographic areas added through RobSeeCo’s recent acquisitions.

Davis will lead the company’s growth and momentum in the Eastern corn belt while Jeff Dilbeck will continue to lead the sales team in the Western Division which includes Eastern Colorado, Kansas, Nebraska, North Dakota, Oklahoma, South Dakota, Texas.

“We are thrilled that Brian has joined the Rob-See-Co sales team,” said Rob Robinson, CEO at Rob-See-Co. “Brian has over 20 years of experience in the seed industry and a proven track record of increasing sales at multiple companies. His experience will help us continue to grow and provide great service to our customers.”

Davis grew up on a family farm in northeast Indiana, developing a passion for agriculture. After receiving a bachelor of science degree in Agronomy from Purdue University and an M.B.A from the University of Indiana School of Business and Economics, Davis worked in an operations role at Monsanto’s world headquarters supporting the DeKalb/Asgrow brands. Brian has also led the Gold Country Seed team for Bayer and served as the General Manager and Vice President for Frontiersmen, Inc.

“Rob-See-Co is a growing independent seed company, and I am excited to be a part of it,” said Brian Davis. “Their pillars of Simplicity, Relationships and Technology line up with my philosophy of doing business and I look forward to using my experience to grow the business in the Eastern Division.”



About Rob-See-Co

Rob-See-Co is an independent seed company with regional expertise, providing customers access to leading genetics and traits through the Rob-See-Co and Innotech® seed brands. Rob-See-Co also sells Masters Choice specialty silage and forage products, as well as Streamline Ag seed-driven crop inputs. Rob-See-Co works alongside its customers, building strong relationships and helping them plant the right seed for their long-term success, while keeping the process friendly, straightforward and simple. To learn more, visit www.robseeco.com.

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