



NEWS RELEASE

For Immediate Release

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Chuck Lee Joins Rob-See-Co as Chief Marketing Officer

Former Golden Harvest and Syngenta Seeds Head of Marketing brings 32 years of experience in the seed industry

ELKHORN, Nebr. (Oct. 1, 2019) – Rob-See-Co, an independent seed company located in Elkhorn, Nebr. is pleased to add Chuck Lee to their leadership team. Chuck will be responsible for helping lead Rob-See-Co in the newly created Chief Marketing Officer role. This role is designed to enable Rob-See-Co to compete and grow in the new seed industry paradigm, driven by multinational consolidations and emerging off patent germplasm and trait strategies.

“Chuck brings broad experience in the seed and crop protection industries, along with extensive experience in business development, strategy, and planning,” said Rob Robinson, CEO of Rob-See-Co. “Chuck’s background and expertise will increase our market value and bring a competitive edge to Rob-See-Co. We’re thrilled to welcome him to the team.”

Chuck’s initial entry into the seed business was as an Agronomist where he helped create the unique Agronomy UpFront program for Golden Harvest. This experience led to Product Management roles and eventually the Head of Marketing for Golden Harvest in 1997. With the Syngenta acquisition of Golden Harvest, he became Head of Corn Products, then Head of Marketing for Syngenta Seeds, North America. In early 2017, Chuck moved into his most recent position as Head of Strategy and Business Development.

“Rob-See-Co’s approach to the seed business is really unique. Their focus on relationship-building and a local, passionate team sets them apart in this industry. I’m excited to be joining this group to help market Rob-See-Co. It’s going to be a great fit,” said Chuck Lee.

Chuck’s duties will entail direct responsibility for Marketing, including Communications, Product Management, and Customer Care. He will also oversee IT and Operations, which includes Supply, Logistics and Quality. Chuck will lead the overall company business planning process and selected business development projects.

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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® and Stine® seed brands. 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.

Innotech® is a registered trademark of a Syngenta Group company. Stine® is a registered trademark of Stine Seed Farm, Inc. Rob-See-Co™ is a trademark of Rob-See-Co, LLC.

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