

For fresh fruit and vegetable marketing and distribution in Asia



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## Hazel Technologies' new sales manager

Agricultural industry veteran Martin Roeder will be the company's new Latin America sales manager



**H**azel Technologies, which develops shelf-life extending technologies, has appointed Martin Roeder as its new Latin America sales manager.

Roeder brings over 20 years of experience leading commercial strategy in Latin America for companies such as Monsanto and Spectrum Technologies, where he previously served as the Latin America sales manager.

He will lead Hazel's business efforts in the Latin American region as the USDA-funded company works to deliver new packaging solutions that ensure produce quality and reduce food waste.

In his previous, role Roeder

was focused on growing the Spectrum Technologies' agricultural and horticultural business since 2011. He also led Spectrum's sales efforts across South America and Australia during his tenure with the company. Before then, Roeder led the technology development division for Monsanto in Ecuador, Panama, and Peru for over a decade.

Aidan Mouat, chief executive of Hazel Technologies, said Roeder's experience will help the company continue to add value.

"Martin brings decades of knowledge and experience to our team and will be a key asset in growing our business throughout Latin America," said Mouat.

"Key additions like Martin will allow us to continue to provide value from the grower level all the way to the retail shelves, reducing costly waste and improving sales for suppliers and retailers alike."

A native of Peru, Roeder has deep ties to Latin America, earning his bachelor's degree in agricultural engineering from Universidad Nacional Agraria La Molina in La Molina, Peru. He also earned his master's in business administration (MBA) from Universidad de Piura in Lima, Peru.