



By Chris Komorek

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Autogrow announce new appointments



Steve Gardner and Sophie Stanley appointed head of product and head of product marketing, respectively.

Autogrow has announced two new appointments which it hopes will support continued global growth.

Steve Gardner has been appointed head of product, and Sophie Stanley as head of product marketing, both members of the senior leadership team.

Chief executive, Darryn Keiller, said both appointments would contribute in their own unique ways.

"It's great to have someone with Steve's experience joining us. He will lead customer conversations and engagement to shape the value our products provide to growers and the industry," said Keiller.

"Sophie's experience within agriculture is fantastic. Combined with her passion for the industry, we are lucky to have her on board," he added.

Gardner previously lead product development involving machine learning, IOT and augmented reality products covering web, mobile, APIs and embedded systems in South Africa and New Zealand.

Stanley, a Nuffield Scholar and previous Vice President of Figured – USA, will lead Autogrow's go-to-market strategy.

Having previously built a successful partnership with one of the largest

farm lending institutions in the American Midwest, the company said Stanley will drive market adoption and commercial growth.

Autogrow has expanded its team over the past 12 months with new employees in Malaysia, US and New Zealand.

In press release, the company indicated it was confident it would continue to expand into 2020 as 'new innovations are launched into the market'.