



Primera announces strategic reorganization and a new hire.

Promotions and new assignments expand to create Primera's Cooperative Services Team and a new hire to serve as Vice President of Business Development.

"Any time a new leader joins an organization, they evaluate the skills and talents of the team," said Jeff Braun, CEO of Primera. "It's been a privilege to join an organization already rich with passion, experience, and the skills necessary for us to serve our membership. I simply took advantage of those individual talents and experiences and helped align them with Primera's goals. Our people and culture have been and always will be the key to our continued success. As we focus on growth, adding talent to the team with our new VP of Business Development and reorganizing, our team only enhances the value and benefits that we provide our membership."

Nick Strain joins the Primera team as Vice President of Business Development.

Nick brings a tremendous amount of experience in the industry, with a proven track record of exceeding expectations while developing strong partnerships. Nick will focus on Primera's profitable development and growth while working with our membership to identify and develop growth strategies, facilitate conversions, and lead Primera's efforts on product category development.

Rachel Boehm has been promoted to Director of Cooperative Services and will continue to work with Primera's membership on communications, engagement, marketing, and reporting while leading our Cooperative Services team. Rachel will help Primera identify and develop strategic business procedures to improve the day-to-day business services to ensure Primera delivers its key goals.

Cheryl Kuenzel, as part of our Cooperative Services team, was named Director of Analytics. Cheryl will focus her efforts to drive insights from Primera's rapidly growing data collection. By providing historical and future analysis, Primera will equip our membership to maximize our supplier programs and best serve our end-users' needs.

Morgan Cothorn will now serve on our Cooperative Services team as our Cooperative Services Associate. Morgan will continue to support our membership with ordering, reporting, and tracking Primera related transactions, while helping to provide our members with the most current promotions, pricing, inventory, and invoice assistance.

About Primera

Primera is a business cooperative committed to providing leading technologies and advantaged opportunities to distributors, users, and manufacturers in the professional turf and ornamental, specialty vegetation management, pest control, and aquatic markets. Primera distributors consolidate purchasing across the U.S. to provide national access, unsurpassed, dedicated service; product expertise; and local touch. Our history, values, integrity, and track record shows our steadfast support and commitment to the turf, ornamental, and specialty industry participants.

