

Press Release

XiteBio® Welcomes Mike Kupper as Business & Product Manager

Mike Kupper, XiteBio's new Business & Product Manager

WINNIPEG, Canada (September 09, 2020): XiteBio is pleased to announce the joining of Mike Kupper as Business & Product Manager to their business & sales team effective as of September 08, 2020. Mike will be based out of Regina, Saskatchewan.

Mike brings over 30 years of experience in the ag-retail market working directly with growers, retailers and manufacturers. Most recently Mike was Business Manager for Synergy Ag Services, managing the procurement, pricing and logistics of crop production products and expanding yearly sales to over \$80 million. Prior to that he was General Manager with Crop Production Services in Saskatchewan & Manitoba where he had a key role in business expansion and managing over \$175 million in annual sales. Mike has also previously worked for Heartland Agro Services and Cowan Fuel & Fertilizer Ltd.



“Mike brings huge experience and broad spectrum of ag-sectoral knowledge that would be a fascinating addition to XiteBio’s business & sales team” says Dr. Manas Banerjee, President & CEO of XiteBio. “Mike is experienced in adding value to all levels of the ag retail business and we’re happy to have him join our team” says Bill Busby, Sales Manager at XiteBio. Mike’s wide-ranging experience demonstrates his commitment within the agriculture industry. Having been involved in all levels of agriculture sales and services, he has established a familiarity with the market and is eager to share that knowledge to everyone he is working with. “Biotechnology is the way of the future. I see a lot of opportunity for growers & retailers and I’m excited to join XiteBio team to help realize their untapped potential” says Mike Kupper, XiteBio’s new Business & Product Manager.

As Business & Product Manager, Mike will be working to enhance XiteBio’s existing inoculant and biological business in North America as well as help developing new business & product opportunities. Please join us in wishing Mike every success in his new role at XiteBio. Please contact Mike at 306-690-2847 or Mike.Kupper@xitebio.ca for your crop inoculant and biological needs.

ABOUT XITEBIO TECHNOLOGIES INC.

XiteBio Technologies Inc. is a privately owned Canadian ag-biotech company. XiteBio’s head office and IRD Centre is located in Winnipeg, Canada. XiteBio researches, develops and markets innovative & value-added ag-biological products for today’s and tomorrow’s farmers. XiteBio’s products in North American market includes: SoyRhizo for soybean, and PulseRhizo for pea, lentil & faba bean, are premium inoculants powered by AGPT (Advanced Growth Promoting Technology). XiteBio Yield+ line is available for canola, corn, wheat, barley and legumes, and features patented PGPR technology.

FOR FURTHER INFORMATION:

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