
XiteBio Hires A Seasoned Sales Professional In US

Bob Lyberg, XiteBio's new Sales Agronomist – USA

WINNIPEG, Canada (October 12, 2022): XiteBio is pleased to announce the joining of Robert (Bob) Lyberg as Sales Agronomist - USA to their sales team effective as of October 11, 2022. Bob will be based out of Fargo, ND.

Bob brings with him over 30 years of experience in agriculture sales and accounts management. He was with West Central (CHS) distribution over 18 years, held sales/managerial position with Ostlund Chemical/UAP over 12 years and a year with Hefty Seeds.



“Bob has an intimate knowledge of the agronomic practices and history of his region that allow him to be an excellent resource to his customers” says Doug Tigges, US Sales Manager at XiteBio. “This enables him to help growers maximize the output of their operations.”

“Bob’s experience in ag input sales and accounts management will make him a valuable member of the XiteBio sales team” says Dr Manas Banerjee, CEO at XiteBio. “His ability to connect and relate to people helps establish a relationship with everyone he works with.”

As Sales Agronomist – USA, Bob will be working to strengthen the presence of XiteBio in his region. His experience in inoculants & ag-biologicals will help him to position the ag-microbial products available from XiteBio as a solution to the needs of American growers in the 21st century. Bob expressed his pleasure to be a part of the sales team of a company like XiteBio that offers sustainable & innovation-based solutions to his customers to achieve healthier plants and better yields.

Please join us in wishing Bob every success in his new role at XiteBio. Please contact Bob at 218-443-4888 or Robert.Lyberg@xitebio.com for your crop inoculant and ag-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 inoculants & 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 oilseeds, cereals, legumes and tuber crops and features patented phosphate-solubilizing PGPR technology. The new XiteBio Optiplus® is also available as in-furrow application for soybeans throughout North America.

FOR FURTHER INFORMATION:

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