

XiteBio Hires Regional Sales Manager – Western Canada

Jared Joyal, XiteBio's new Regional Sales Manager – Western Canada

WINNIPEG, Canada (Nov. 6, 2023): XiteBio is pleased to announce the joining of Jared Joyal as Regional Sales Manager – Western Canada to their sales & marketing team effective as of Nov. 6, 2023. Jared will be based out of our Winnipeg, MB office.



Jared brings over 9 years of sales, marketing & account management experience in ag input/crop production/seed sector. Jared formerly worked for Legend Seeds Canada as Sales Agronomist, Enns Brothers/John Deere as Territory Manager, Timac Agro Canada as Regional Sales Manager, Rancan Fertilizer as Western Canadian Sales Lead/Business Development, etc. in various locations in Western Canada. In these previous roles he managed sales & distribution teams, oversaw field trials, crop tours, handled forecasting & logistics, sold precision farm equipment, and built strong relationships with agricultural retailers in the region. Jared will be leading our sales & marketing effort in the region of Western Canada.

“I am grateful for the opportunity to work with an industry leader that broke ground in the field of inoculants and ag-biologicals over a decade ago,” says Jared. “It is truly amazing what XiteBio has done, and I am excited to be a part of the future of this dynamic & innovative company.” “Jared brings with him enthusiasm and vision,” says Dr. Manas Banerjee, CEO at XiteBio. “His experience & knowledge of retailers & distributors in Western Canada as well as managing internal sales teams along with managing client’s logistics makes him a valuable addition to our Sales team”. Please note that David McAulay is no longer working for XiteBio and we thank him for his contributions.

As Regional Sales Manager, Jared will be working to strengthen the presence of XiteBio across all the provinces in Western Canada. His knowledge of the industry and strong professional relationships will help him to spread awareness about our portfolio of proven inoculants & ag-biologicals. Please join us in wishing Jared every success in his new role at XiteBio. Please contact Jared at 431-866-4501 or jared.joyal@xitebio.ca 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 of products (namely XiteBio[®] Yield+, XiteBio[®] Tuber+, XiteBio[®] Vegi+) are available for oilseeds, cereals, legumes, tuber & vegetable crops, and feature patented phosphate-solubilizing PGPR technology. The new unique dual inoculant XiteBio[®] OptiPlus[®] is also available as in-furrow application for soybeans throughout North America.

FOR FURTHER INFORMATION:

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