

Press Release

XiteBio[®] Welcomes Michael Schaad as Strategic Manager – Sales & Marketing

Michael Schaad, XiteBio's new Strategic Manager – Sales & Marketing

Winnipeg, Canada (May 26, 2021): XiteBio Technologies Inc. is pleased to announce the joining of Michael Schaad as Strategic Manager – Sales & Marketing to their sales & marketing team effective immediately. Michael will be based out of King, Ontario.

Michael brings over 34 years of experience in agriculture sales, marketing and regulatory affairs working for BASF. The last 5 of which he served as the Market Manager for Inoculants and Seed Treatments and 5 years previous to that he was the Sales Manager, Eastern Canada. Michael has also played key roles in project management, regulatory affairs & field research and holds a B.Sc. Honours degree in Agriculture.



“Michael’s breadth of knowledge and understanding of agriculture not only show his passion for the business, but also his dedication to the success of growers and their business. His experience in the ag industry will be a valuable asset for XiteBio and our customers” says Mike Kupper, Business & Product Manager at XiteBio. “Michael will be playing a pivotal role in enhancing XiteBio’s sales & marketing efforts and giving the strategic direction towards achieving our growth potential” says Dr. Manas Banerjee, CEO at XiteBio.

As Strategic Manager – Sales & Marketing, Michael will be leading XiteBio’s sales & marketing team as well as developing new business and product opportunities. Please note that Bill Busby is no longer working for XiteBio and we thank him for his contributions.

Please join us in wishing Michael every success in his new role at XiteBio. Please contact Michael at 647-619-1733 or Michael.Schaad@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 oilseeds, cereals, legumes & tuber crops, and features XiteBio’s patented phosphate PGPR technology.

FOR FURTHER INFORMATION:

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