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FOR IMMEDIATE RELEASE

February 24th, 2025
EDMONTON, AB

AdvantageVM - Distributor of Premium Pesticide Products in the Canadian Industrial Vegetation market is pleased to announce the addition of **Dayna Horgan** to team in the role of Marketing & Customer Experience manager.

Dayna Horgan joins AdvantageVM with over 20 years of experience in marketing, communications, and customer engagement in the agriculture and crop protection sectors. As an Account Director and Strategic Brand & Engagement Planner, she has worked with clients like BASF and Syngenta, developing go-to-market strategies for diverse agricultural sectors, including corn, soybeans, turf, greenhouse, vegetation management, and pest control.

With a deep understanding of the unique needs of niche agricultural markets, she has successfully supported clients in building strong brand identities and creating more meaningful customer experiences, while also fostering valuable partnerships with industry associations and media partners. Known for her ability to quickly adapt to change and offer creative solutions, Dayna's reputation as a trusted partner is built on delivering exceptional service and positive experiences for her clients and their customers. She is looking forward to bringing her expertise and enthusiasm for creating impactful customer experiences to the vegetation management field and is excited to be working alongside the team at AdvantageVM.

AdvantageVM, is a Canadian owned pesticide distribution company servicing the vegetation management industry. With an emphasis on agronomic solutions for vegetation management needs, they offer individualized sales consultations, exceptional customer service, and reliable delivery of goods. Owners Julie Dixon and Geoff Thompson, along with their team have over 100 years working experience in the application, sales, and marketing of herbicides. Founded in 2016 AdvantageVM, has quickly differentiated itself through their commitment, honesty, expertise, customized service, and industry knowledge.

For further information about AdvantageVM or for product enquiries please contact Julie, Geoff, Chad or Kelly at:

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