



**FOR IMMEDIATE RELEASE:**

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**Vivid Life Sciences Hires CEO and Creates Advisory Board**

MINNEAPOLIS, Aug 17, 2015 – Vivid Life Sciences, a company specializing in plant physiology by providing advanced nutritional solutions and enhancements to distributors and partners throughout the U.S. and Canada, is pleased to announce the appointment of its CEO and advisory board.

Josh Krenz is named CEO and strategic counsel. He joins Vivid Life Sciences with extensive knowledge and experience in the agricultural industry. Most recently, Krenz served at Land O'Lakes for nine years as director of plant nutrition of WinField Solutions. Krenz also worked for Bader Rutter & Associates as an account executive and has a proven track record of executing multiple marketing, sales, distribution and new technology/product acquisition strategies. He was raised on a diversified farm in Wisconsin. Krenz holds an MBA from Colorado State University and a BS in agricultural marketing from the University of Wisconsin – River Falls.

With his familiarity and knowledge of domestic and international markets in the areas of micronutrients, agricultural inputs, plant growth regulators, seed and animal health, Krenz will bring valued insights and strong leadership to Vivid Life Sciences.

"I'm excited to join Vivid Life Sciences and honored to lead such an innovative company. We are making major strides in the plant physiology realm," said Krenz. "Vivid Life Sciences is here to help farmers keep pace with the growing demand for food and more sustainable farming practices."

**Board Members Appointed**

Vivid Life Sciences is also pleased to announce Rod Schroeder as chairman of its advisory board, and the appointment of two senior board advisors: John Gorman and Mike Dobbins.

Schroeder, an industry leader, was formerly the executive vice president and COO leading the crop protection business of WinField Solutions. Schroeder is nationally recognized for his ag retail success and service on numerous boards.

John Gorman, senior board advisor, contributes a vast wealth of knowledge in real estate, financial services, manufacturing and agriculture from his more than 50 years of entrepreneur experiences.

Senior Board Advisor Mike Dobbins is the managing director for Agrichem Australia, a partner company to Vivid Life Sciences that sells products in more than 25 countries across the world. He is an entrepreneur, involved in telecommunications, engineering, manufacturing and agriculture.

Krenz, Schroeder, Gorman and Dobbins bring a breadth of industry knowledge and experience that will enhance Vivid Life Sciences' ability to bring high-value solutions to its customers.

The company is seeking additional strategic professionals to join its advisory board. For more information about Vivid Life Sciences, visit [www.vividlifesci.expert](http://www.vividlifesci.expert).

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