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Front Lines

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SBM Life Science Names New NA President

Jennifer Polanz



Chris Allen, who most recently was Chief Executive Officer of Jobe's Company, was just named President of the North American region for SBM Life Science.

Chris has more than 30 years of experience in the consumer products industry, with 20 of those in lawn and garden. Prior to his CEO tenure, he was North American President for Greenworks, a power equipment company, and earlier in his career, he held multiple titles at Scotts Miracle-Gro.

"Thanks to his wide experience, combining business and strategic knowledge, I am convinced that Chris is the one to further develop what has been done so far in North America," says Alexandre Simmler, CEO of SBM Global Life Science, in a media release announcing the news. "He will continue to grow our business and lead SBM Life Science to reinforce its key position in the Home & Garden business in this region."

SBM Life Science is the company that purchased the consumer business from Bayer Environmental Science and holds the BioAdvanced Science-Based Solutions line of lawn and garden products. **GP**