

JUNE 2017

PMA Appoints New General Manager

Chris Sargent, Managing Director of Plants Management Australia (PMA), is pleased to announce that Kylie Balmain has joined the PMA team in the capacity of General Manager. Kylie brings to the team strong business acumen, a commitment to horticulture and an energy which will assist PMA's development and future ambitions.

Kylie's professional background includes time with Pricewaterhouse Coopers as a Management Consultant specialising in organisational change, knowledge and intellectual property management.

She also worked with the Royal Horticultural Society (RHS) in the UK, driving organisation change in the Horticultural division. This included management of the RHS trials program and the marketing of the Award of Garden Merit, working with breeders, growers and retailers to promote good performing garden plants.

In 2013 Kylie moved back to Australia as General Manager of Immij Greenlife and has built a good understanding of the Australian Greenlife market place working with growers and retailers on branding, content and marketing projects.

The PMA team are pleased to have Kylie's depth of experience and also the enthusiasm she has about PMA business and its future.

Kylie will be utilising her business and market skill, drawing on her international network to further develop the PMA portfolio and the opportunities we can offer our network of growers.

Learn more about PMA at www.pma.com.au

