



SEEDWAY Welcomes Industry Veteran Bill Murray as Southwest Region Sales Manager

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FOR IMMEDIATE RELEASE - HALL NY

HALL, NY – SEEDWAY, LLC is pleased to announce the appointment of Bill Murray as Southwest Regional Sales Manager, bringing more than 30 years of leadership experience in the vegetable seed industry to the company's growing Western U.S. operations.

Bill joins SEEDWAY from Nong Woo Seed Company America, where he most recently served as U.S. Sales and Marketing Manager. In that role, he delivered strong sales and market expansion results, formalized the company's U.S. distribution network, and led cross-functional initiatives that enhanced product positioning and strengthened the company's presence across the national market.

Prior to Nong Woo, Bill spent nearly a decade with Vilmorin Mikado, serving as both Area Sales Manager and Territory Sales Representative. During his tenure, he managed sales, product development, and operations in the Yuma region while overseeing warehouse and office teams to ensure efficient logistics and outstanding customer support.

Bill's career also includes senior leadership roles with 3 Star Lettuce as General Sales Manager, where he directed U.S. sales and product development for whole-head lettuce lines. He has also held key product management roles with Syngenta as Product Business Manager – Peppers, and with Harris Moran Seed Company as Product Manager for leafy, root, bulb, and brassica crops, leading product development, marketing strategy, and cross-functional business unit teams

Throughout his career, Bill has demonstrated a strong commitment to growers, distributors, and industry partners. His ability to align product strategy with market needs, build high-performing teams, and drive sustained business growth makes him a valuable addition to the SEEDWAY leadership team.

“We are excited to welcome Bill Murray to SEEDWAY,” said Jason Burchett, SEEDWAY Vegetable Seed Division Manager. “His expertise, energy, and regional insight will play an important role in strengthening our customer relationships and expanding our presence in one of the most dynamic vegetable-producing regions in the country.”

Bill can be reached at (928) 503-5545 or bmurray@seedway.com

ABOUT SEEDWAY

Headquartered in Hall, NY, SEEDWAY is a full-line seed company providing high-quality, high-performing farm seed products as well as lawn and turf products in the northeast U.S. We offer a leading line of vegetable seed for growers from the Rocky Mountains to the eastern seaboard, north to Ontario, Canada and along the West Coast into Mexico.

FOR MORE INFORMATION

Contact Matt Robson, Director of Marketing and Public Relations at (585) 526-6391 or email mrobson@seedway.com

