



Women in Horticulture Interview Series

August 2021 Guest: **Olivia Sellards** Customer Marketing Manager, Syngenta Flowers

August 18, 2021 – 2 PM ET



AmericanHort welcomes **Olivia Sellards**, customer marketing manager for Syngenta Flowers as our August 2021 Women in Horticulture Interview Series guest. Olivia leads a 'small, but mighty' team of marketing communications specialists that create some of the most sought-after information in the greenhouse industry. Olivia's horticulture career began when she attended a small community college in the Pacific Northwest where she worked a Horticulture program assistant aiding teachers with lab work and prepping plants and materials for classes and labs. She also worked in a garden center which further fueled her passion for the industry. She moved from Oregon to California to pursue her bachelor's degree at Cal Poly. She worked for a professional greenhouse as assistant production manager to Clearwater Nursery. Through this role she learned much, and it led to the opportunity to join Syngenta Flowers where she started more than 10 years ago as an assistant product manager for flower seeds. Olivia takes a positive teamwork approach and enjoys collaborating with her cross-functional teams to communicate about the Syngenta Flowers' innovative product assortment. She is a founding member of SWiFT – Syngenta Women in Flowers Team – a newly formed group that encourages women within Syngenta Flowers with personal and professional growth opportunities.