



**FOR IMMEDIATE RELEASE**

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## **Bob West is New Director of Interactive Sales for Meister Media Worldwide**

***New position is focused on partnering with clients to develop eMedia programs***

WILLOUGHBY, OH (April 12, 2012) - Meister Media Worldwide is proud to announce the promotion of Bob West to Director of Interactive Sales, further supporting the company's leadership position in eMedia in specialty agriculture and horticulture markets.

Bob joined Meister Media in 2007 as Group Publisher of the Ornamental group, managing the flagship brand, *Greenhouse Grower*, and its sister publication, *Today's Garden Center*. His nearly 13 years of experience in B-to-B publications as well as his tenure as Director of Marketing for a distributor in the turf and ornamental market, give him a deep understanding of clients' marketing needs. He has long had a personal interest in and enthusiasm for eMedia projects, and he brings that passion to his new position.



Under Bob's management, *Greenhouse Grower*, now in its thirtieth year, continues as the leading publication for the floriculture industry, while *Today's Garden Center* leads the way in the retail market. Innovative projects such as the *Greenhouse Grower* GROW initiative, the TGC Business Builder conference series and the launch of Greenhouse Xchange, all began under Bob's leadership. Most importantly, Bob has been instrumental in assisting the client base of both brands to understand and successfully implement eMedia into their marketing strategies.

In his new corporate role, Bob will use his talents to partner with clients, helping them to find and maximize opportunities using the Internet, video, eNewsletters and other interactive media. He will provide dedicated support to marketers who want to incorporate digital media into their marketing plans.

"Bob's strengths are fashioning interactive programs to fit client's needs and help achieve their marketing objectives," says Michael DeLuca, president of Meister Media Worldwide. "He made his mark in the highly

competitive ornamental market with consistently innovative and effective eMedia offerings and client-centric solutions. In this new role, Bob is taking the lessons from that success to all the markets that Meister's brands serve."

**For more information or details contact:**

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**About Meister Media Worldwide:** Meister Media Worldwide, headquartered in Willoughby, Ohio, provides integrated media solutions for worldwide specialized agriculture. A leader in the industry, the company provides information and networking opportunities to global markets, including fruits and citrus, vegetables, cotton, ornamental horticulture, precision agriculture, plant protection and Latin American agriculture. Founded in 1932, Meister Media Worldwide now produces 13 regular magazines, along with eNewsletters and more than 20 websites, as well as trade shows and exchange events. In addition, Meister produces custom print products, web development, videos and strategic business development services. Contact us at [www.meistermedia.com](http://www.meistermedia.com).