

# **Bayer Environmental Science Hires Green Solutions Specialist for the Canadian Golf Turf Market**

**Turfgrass Specialist Paul Giordano joins the Bayer team  
in March, 2014.**

Environmental Science, a division of Bayer CropScience LP, is proud to announce Paul R. Giordano MSc, as the newest member of the Canadian team. Giordano, currently a Ph.D. candidate at Michigan State University, will join Bayer Environmental Science full time on March 1, 2014. As the Green Solution Specialist, Paul will be responsible for providing technical expertise to golf course turf managers, as well as the transition of new products from development to market, and supporting the industry as a whole with scientific thought, leadership, and education. He will be based in Guelph, Ontario.

“As many in our industry know, great people and great products equal success – both for us, our industry and more importantly, our customers,” says William MacMurdo, Director Environmental Science.

“Paul’s expertise will allow the Bayer team to expand their technical support in the golf marketplace. We are committed to providing our customers the products and services they need to be successful.”

Initiated 4 years ago in the United States, Bayer’s Green Solutions team provides scientific support by organizing and presenting technical information about Bayer’s golf and turf products. The team also coordinates product demonstration tests and maintains relationships with university researchers who test and recommend Bayer Environmental Science products.

“Bayer Environmental Science Canada’s business is expanding and with this growth came the need to hire a top-notch turf professional to provide best-in-class service to



our customers and our industry,” says Colin White, Marketing Manager for Golf. “Paul’s background in turfgrass research and diagnostics will make him a valuable resource to golf course turf managers across Canada. Paul is a true professional and we are excited to have him join our team.”

Giordano’s research at Michigan State University included groundbreaking work on the effects of lightweight rolling on dollar spot, and more recently the identification of a new bacterial disease on creeping bentgrass. Paul has also been involved with field research on important turf diseases like crown rot anthracnose, snow mould, and necrotic ring spot to name a few.

“It’s exciting to be joining such a great team of turf professionals at Bayer. I am really looking forward to getting out there, talking with customers, and developing solutions that will take their turf and businesses to that next level,” says Giordano.

Giordano is completing his Ph.D. in Plant Pathology at Michigan State University (anticipated graduation May, 2014), having previously obtained a Masters of Science degree in Plant Pathology (2010) and a Bachelors of Science degree in Turfgrass Management (2008) from Michigan State University. In 2007 Giordano completed an internship at Lake Shore CC in Glencoe, Illinois and previously worked at Fellows Creek Golf Club in Canton, Michigan.

Bayer Environmental Science is committed to bringing new technology and solutions for turf and ornamental markets. For questions concerning the availability and use of products, contact a local Bayer Environmental Science representative, or visit Bayer Environmental Science online at <http://www.bayeres.ca>

