



Press Release from Proven Winners®

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FOR IMMEDIATE RELEASE

Proven Winners® Announces New Senior Vice President of Marketing

Shira Schwarz will lead the company's branding, marketing and advertising initiatives.

[DeKalb, IL] – [July 21, 2026] – Proven Winners® is proud to welcome Shira Schwarz as senior vice president of marketing for the newly unified company. A versatile brand leader with a strong background in direct-to-consumer marketing, Schwarz brings a diverse set of skills and impressive experience to the team.

"We are thrilled to welcome Shira to the leadership team at this pivotal point in the company's history," says Mark Broxon, Proven Winners CEO. "We're confident Shira will take our marketing, advertising and overall brand value to the next level in the months and years to come."

Schwarz has spent her entire career in marketing, spending years leading and developing brand and communications strategies at PepsiCo for Quaker, and later, Tropicana. In her most recent role, Schwarz served as vice president of brand marketing for meal delivery service Home Chef, where she oversaw growth plans and creative development.

"I am honored to join Proven Winners at this important moment in the company's growth trajectory," Schwarz says. "I'm excited to bring my expertise in brand building to such a well-respected category leader. I look forward to partnering with our internal team and key stakeholders to take the brand to new heights."

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Proven Winners is a global plant brand that introduces the industry's leading annuals, perennials, shrubs, trees, houseplants and bulbs to the market through a network of top propagators. It combines extensive experience, innovative thinking and world-class customer service to ensure professional growers and home gardeners have the most efficient tools and dynamic growing solutions for ongoing success. Look for Proven Winners products in garden centers throughout North America in their signature white branded container. More information about Proven Winners is available at provenwinners.com.