



Date: May 6, 2022
To: All Betco, Basic, EnviroZyme Team Members
From: Barrett Betz, VP, Marketing
Subject: Marketing Team Organizational Announcement

Greetings Team Members,

As many of you are aware, Scott Brown will be leaving Betco after 22 years for a new and exciting opportunity in an adjacent industry to Jan/San. His final day will be Friday, 5/13. He has been a constant within the context of Betco throughout his tenure. We thank him for that and wish him all the best with his new challenge.

I would like to take this opportunity to announce updates to the Marketing Organizational structure:

Product Management, Commercialization, and Customer Marketing

Effective immediately, the Product Management and Commercialization Team will report directly to me, including:

- Kyle Strait (Powered Equipment, Prod. Commercialization)
- Barry Rosenthal (Disinfectants, General Cleaners, Dilution Control, BioActives)
- Megan Siebert (LWW, Specialty and Contract Packaging)
- Micah Petersen (Betco Floor Care)
- Victoria Snyder (EnviroZyme)

Crystal Ellis will be moving into a Customer Marketing Specialist role, reporting to me. In this role, Crystal will be utilizing his marketing skill to help drive Corporate and National Accounts business.

Due to Crystal's shift, will be actively recruiting for a NEW Product Manager to manage our Skin Care business. Kyle Strait and Megan Siebert will pick up management of the Skin Care category on an interim basis.

Brand Marketing

Taylor Thomas will continue to report to me as Brand Marketing Manager. Content and Graphic Arts will continue to report directly to Taylor.

Our NEW Marketing and Events Coordinator, Chelsea Junge, will now report directly to Taylor. Kandy Warner will now report to Chelsea.



Training

Jeff Iverson will be taking on more of an active role advancing the Training function at Betco, while still maintaining his responsibilities within Sales Ops. Jeff will continue to report to Mark Jackmore.

The Marketing and Training functions at Betco have developed a great amount of momentum. With these moves, we hope to continue to serve the Betco business to the best of our abilities and be a major contributing force to the organization's growth along with our fellow team members across all functions.