



AeroFarms appoints Chief Marketing Officer

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Aero Farm Systems LLC, a manufacturer of aeroponic technology and solutions for agriculture, named Jessica Bloomgarden chief marketing officer.

Previously Bloomgarden was principal at 21Ventures, a venture capital fund focusing on clean technology. Before that she served in the technology investment banking group at JPMorgan.

"I am extremely excited to have Jessica join AeroFarms executive leadership team. She brings incredible enthusiasm and energy to our team," Chief Executive Officer Ed Harwood said in a company release.

AeroFarms' aeroponic systems make it possible to grow produce without soil or sun, year round in any location. The modular, stackable systems are designed for use in old or vacant urban buildings, making food production more sustainable and efficient for urban locations. The company was formed in 2004 and is headquartered in Ithaca, N.Y.

Bloomgarden's appointment comes on the heels of a recent funding at [AeroFarms](#), provided in part by 21Ventures. In early February the company picked up \$500,000 in seed financing in a round led by The Quercus Trust based in Newport Beach, Calif.

The new marketing head spoke further with DailyVista on her goals in leading AeroFarms' strategy.

Initially, Bloomgarden said that she will be focused on designing and implementing a marketing plan for the company to drive initial sales and support its capital-raising efforts.

"Within marketing, my first two tasks are to deliver a rich and educational Web site –which went live on February 8 – establish and manage our social media presence, and identify important tradeshows and industry events," she said.

From a sales perspective, Bloomgarden said that she's focused on closing AeroFarms' initial commercial sale in the coming weeks and growing the company's sales team.

"On the capital-raising front, we will be presenting to investors at the leading sustainable agricultural industry conference, Agriculture 2.0 in March," she added.

Bloomgarden said that her day-to-day activities as CMO include managing AeroFarms' Web presence, handling sales leads, managing the company's customer relationship management software, budgeting and business planning and speaking with prospective investors.

"The company is finalizing the commercial design for its breakthrough aeroponic systems. It is my job to identify what customers to market this to and how best to deliver that message," Bloomgarden said.

Bloomgarden's efforts also ensure that when AeroFarms is ready to begin shipping its systems, it will already have a robust pipeline of demand.

"We strongly believe that our marketing message will be driven through rich, educational content and have made that a priority in our marketing plan," she said.

According to Bloomgarden, AeroFarms has developed a content-driven Web site and blog to deliver information about its product and company. Attending agricultural conferences and shows also help with the company's brand-building activities, as well as serving with industry groups and associations.

"I think for any startup, the challenges and opportunities are almost one and the same," Bloomgarden said. "We are attempting to disrupt an industry that has been using conventional methods for quite some time."

She added that while bringing change is never easy, AeroFarms sees an opportunity due to the challenges that conventional growing methods are facing, including weather, seasonality, disease, pests, lower yields and longer transportation miles.

"My job here is to educate an industry that is used to doing things one way on why they should consider a new way," she said.

According to Bloomgarden, AeroFarms works with New York-based BBMG and Core Industries, which provide marketing and Web site services, respectively.