

## **For Immediate Release**

### ***Farm Journal Promotes Doug Edge to Vice President New Business Development Role***

*Lenexa, Kan.* (Nov. 5, 2018)— Farm Journal Media announced the promotion of Doug Edge to Vice President of New Business Development for the company's recently created Producer Media Division. Edge, who was previously Enterprise Account Director, will apply his extensive knowledge of the crop and livestock sectors to open innovative opportunities and strategic partnerships.

In this role, Edge reports directly to Charlene Finck, the company's newly named President of Producer Media. The role not only reflects the recent organization changes at the company, but also the changing landscape of agriculture and the industry's direct intersection with food, sustainability, renewable energy and technology companies. Much of his focus will be devoted to delivering consultative solutions through the company's new Digital and Data-Driven Marketing Division to help companies and organizations seeking outreach and market share growth opportunities. In addition, Edge will continue to handle a few key crop accounts.

"Doug's extensive career experience and his entrepreneurial wiring make him perfect for this new role, and we're excited to offer his innovative thinking and value-creation mindset to a broader group of partners," Finck said. "He's a wizard at identifying business solutions for customers, using data, business insights, and today's media and outreach capabilities to create positive outcomes."

Prior to joining Farm Journal's team, Edge served on the executive team and board of directors for a tech startup, broadcast media ownership group and manufacturing company. He co-founded, and later sold his interest of, Cowpokes Inc., a farm and ranch retail company. Edge, a graduate of the University of Illinois with a B.S. in Agriculture, grew up on his family farm in Indiana raising beef cattle and sheep.

#### **About Farm Journal Media ([farmjournalmedia.com](http://farmjournalmedia.com))**

Farm Journal Media is the nation's leading business information and media company serving the agricultural market. Started 141 years ago with the preeminent Farm Journal magazine, the company serves the row crop, livestock, produce and retail sectors through branded websites, eNewsletters and phone apps; business magazines; live events including conferences, seminars and tradeshow; nationally broadcasted television and radio programs; a robust mobile text marketing business; and an array of data-driven paid information products. Farm Journal Media also is the majority shareholder of the online equipment marketplace, Machinery Pete LLC. In 2010, the Company established the non-profit, public charity Farm Journal Foundation dedicated to sustaining agriculture's ability to meet the vital needs of a growing population through education and empowerment.