



PRESS RELEASE

Ross makes switch from flowers to plants

New Senior Account Manager Ross Dennison was appointed to Butters Group in March to handle its Sainsbury, Waitrose and John Lewis accounts.

Whilst his horticultural background so far has been in cut flowers rather than pot plants, Ross has already shouldered the responsibility of running major accounts with big-name multiple retailers.

In fact he was the manager in charge of the Waitrose account for Hook-based supplier World Flowers in 2006, when Waitrose won the title of Horticultural Retailer of the Year.

Ross began his career in flowers and plants in 2002, when he joined cut flower supplier SGP in Hampshire, as an analyst on its Waitrose account. He progressed to Waitrose account manager there, before the company merged with Hook-based World Flowers in 2004. During his time with World Flowers, he continued his connection with Waitrose, as well as handling the company's Sainsbury account.

Of his new role at Butters Group, he says: "I will be dealing with companies I know very well – it's just the product that is a bit different.

"I arrived just in time for Mother's Day and am looking forward to driving sales forward in a profitable way.

"The job here at Butters appeals to me because the company is very well-placed in the industry, and there's plenty of opportunity to go out and get new business".

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