



The Impetus of Ag Insights

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AgForce1 Launches Advisory Platform Enabling AgTech Success

Dallas, TX – AgForce1 US LLC, an Agribusiness Consulting Agency announces innovative advisory platform to support AgTech industry. The AgForce1 platform leverages subject matter experts to guide AgTech organizations toward commercial success.

“We are witnessing more technological developments in agriculture than ever before,” commented Brad Holzworth, Managing Director of AgForce1. “The rapid onset of novel technologies has fueled an influx of AgTech start-ups, all competing to be first movers. While most AgTech start-ups invest heavily on the technology side, they often come up short on their commercial capabilities. AgForce1 helps bridge the gap between technological prowess and commercial success.”

While the focus of AgForce1 is with AgTech Startups, the firm will also work with established agricultural organizations ranging from family owned Seed Companies to large Multinationals. The agency will have three focus areas including; Strategic Planning, Go-To-Market Effectiveness and Sales & Marketing Excellence.

AgForce1 is led by Brad Holzworth who brings 20+ years’ experience working for large multinational agribusiness organizations. Brad has an MBA from Thunderbird School of Global management and has held a number of leadership roles in Strategy, Business Development, Marketing and Sales. In addition to Brad, the AgForce1 team of associates brings decades of experience in agriculture, including C-suite talent and seasoned PhD professionals.

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