



Central Turf & Irrigation Supply Inc. Appoints Turf Category Director for Seed

Seeing exponential growth in the company, Central expands its turf division with key hire

Elmsford, NY, May 18, 2022 – Central Turf & Irrigation Supply, a leading North American customer-focused wholesale distributor of irrigation and landscape supplies, is excited to announce that Austin Lanzarone has joined the team as the new *Turf Category Director for Seed*. In this role, Lanzarone will focus on strategic growth for the seed category—bringing the best products, resources, and training to Central’s customers.

With nearly 20 years of experience in the Green Industry and a degree in Plant and Soil Science from the University of Kentucky, Lanzarone is poised to be a tremendous asset to Central’s rapidly growing turf division. His career has been heavily focused in the grass seed industry and includes experience with procurement, distribution, key account management, and sales—making him uniquely qualified for this role.

Lanzarone’s addition to the team is part of Central’s overall growth goal for the turf division and the company, and is the first dedicated category director position for the expanding department. In the coming months additional hires will also be joining Lanzarone as category directors for fertilizer and chemicals. Lanzarone’s appointment comes on the heels of several key promotions within the division including three newly created positions.

“We couldn’t be more excited to have Austin join our team. With the rapid growth of our turf division, it’s critical for us to have an industry leader like Austin to focus on and execute category-specific strategies for the department,” said Anthony Luciano, VP of Sales & Marketing for Central Turf & Irrigation Supply, Inc. “As always, we are looking to innovate and improve so that we can meet and exceed the needs of our customers. I am confident that Austin will help us do this. We look forward to seeing the continued growth of the department and the additional resources available to our customers.”

Central continues to be a steward to the green industry with its focus and commitment to the landscape professional through partnership, training, and support services.

About Central Turf & Irrigation Supply, Inc.

Central Turf & Irrigation Supply, family-owned and operated, is a leading wholesale distributor for irrigation, landscape, agronomic, sustainable products, lighting, and grounds care equipment—with nearly 60 locations in the U.S. and Canada. Established in 1990, Central is a solution-focused partner for residential and commercial landscape professionals, offering the largest quantity of in-stock inventory in the industry. For the contractor, by the contractor—Central provides professional and business development resources from large-scale design services and technical support lines to training and marketing services. For more information, please visit <http://centraltis.com>.

Media Contact

Tanya Murphy
914-347-5656 x1023
marketing@centraltis.com