



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

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

Elmsford, NY, September 7, 2022 – Central Turf & Irrigation Supply, a leading North American customer-focused wholesale distributor of irrigation and landscape supplies, is excited to announce that Austin Marsteller has joined the team as the new *Turf Category Director for Chemicals*. In this role, Marsteller will focus on strategic growth for the chemical category—bringing the best products, resources, and training to Central’s customers.

With nearly a decade of experience in the Green Industry, a degree in Turfgrass Science from Penn State University and an MBA from Louisiana State University-Shreveport, Marsteller is poised to be a tremendous asset to Central’s rapidly growing turf division. His career has been heavily focused in turf and ornamental on the manufacturer side, and most recently in agriculture specifically in bio stimulants, adjuvants, and specialty fertilizers. Furthermore, Marsteller’s innovative emphasis on customer service within key account management and sales make him uniquely qualified for this role.

“I’m excited to join the team,” says Marsteller, “I am eager to work with all the employees and partners of Central to provide superior service and solutions to our turf and ornamental customers.”

Marsteller’s addition to the team is part of Central’s overall growth goal for the turf division and the company, and is the second dedicated category director position for the expanding department. In the coming months additional hires will also be joining the Central team, including a category director for fertility and other support roles. Earlier this year, Austin Lanzarone joined the company as a category director for seed this was in addition to several key promotions within the division including three newly created positions.

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

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>.

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