

***For Immediate Release***

## **Hemisphere GNSS Appoints Jeffrey Farrar as Senior Sales Manager of Business Development, North & South America**

**Scottsdale, AZ, USA – March 29, 2018** – Hemisphere GNSS, Inc. announced today that Jeffrey Farrar has joined the company as Senior Sales Manager, Business Development for the North and South American regions. This appointment will further support and develop Hemisphere's expanding OEM (original equipment manufacturer) agriculture and machine control product portfolios in these established and developing areas.

Based out of Robinson, KS, USA, Jeffrey brings a wealth of industry expertise and knowledge to Hemisphere. With 27 years of proven experience in the GNSS OEM agriculture sales market, he spent his entire career within different forms of the AgJunction, Inc. organization (formerly Hemisphere GPS, Inc. and RHS, Inc.). During his tenure, Mr. Farrar was instrumental to the launch and development of the Outback Guidance product line for the global agriculture marketplace.

Prior to joining Hemisphere, Mr. Farrar's executive leadership positions included Vice President of Sales for AgJunction, a designer and manufacturer of precision agriculture hardware and software solutions. He also served in a capacity of director and senior management-level positions for both Sales and Marketing for AgJunction, Hemisphere GPS, and RHS. With his deep knowledge of the agriculture and machine control industries, Mr. Farrar was influential and helped set up successful factory-installs for strategic OEM accounts worldwide. He also has a proven track record of setting up and managing national and international dealer networks for aftermarket products and solutions.

"Jeffrey is a powerhouse in the precision agriculture industry with the extensive experience and expertise to lead Hemisphere's agriculture and machine control accounts in the North and South American regions," said Randy Noland, Vice President of Global Sales & Business Development at Hemisphere GNSS. "Having previously worked with the organization, his understanding of our business and OEM agriculture industry experience make him a key component to our current and future business development plans for these markets."

Mr. Farrar holds a Bachelor of Science degree from Missouri Western State University in Agriculture Economics and Agronomy and owns and oversees all aspects of a 1000-acre family farm in Robinson, KS, USA.

### **About Hemisphere GNSS**

Hemisphere GNSS is an innovative technology company that designs and manufactures high-precision positioning products and services for use in OEM/ODM, marine, machine control & guidance, agriculture, and L-band correction service markets. Hemisphere holds numerous patents and other intellectual property and sells globally with several leading product and technology brands including [Athena™](#), [Atlas®](#), [Crescent®](#), [Eclipse™](#), and [Vector™](#) for high-precision applications. Hemisphere is based in Scottsdale, AZ, USA, with offices located around the globe, and is part of Beijing UniStrong Science & Technology Co., Ltd.

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