



Press Release from Proven Winners®

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FOR IMMEDIATE RELEASE

Marshall Dirks Announces His Retirement After 27 Years with the Proven Winners Brand

[DeKalb, IL] [January 12, 2026] – Marshall Dirks has announced his retirement from Proven Winners North America after 27 years with the company.

Since joining the company in 2000, Marshall helped shape the company's brand through passion and innovative ideas that led Proven Winners to become the #1 Plant Brand in North America. Prior to joining Proven Winners, Marshall was a Product Manager for Ball Horticultural Company for seven years.

“I am incredibly grateful for the people I’ve worked with and the friendships I’ve made along the way,” said Marshall. “It’s been a privilege to be part of this team and to tell the story of a brand that I truly believe in. However, after working hard and being on the road for almost 35 years, I’ve reached a time where I want to focus on my many other passions, such as supporting charitable work and those in need – as well as spending more time with my family.”

“We are extremely happy for Marshall and his family”, said Mark Broxon, CEO of Proven Winners. He has so many other interests and passions that he wants to pursue, and we are proud that he is moving to this next phase of his life. He has been a huge part of our success over the years”. With Marshall’s departure, Brian Oster, currently the Senior Marketing Director for Proven Winners North America, will assume Marshall’s responsibilities.

As Marshall steps away from the brand, Proven Winners extends its heartfelt thanks for Marshall’s many contributions which will continue to influence the brand for years to come.

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Proven Winners is a global plant brand that introduces the industry's leading annuals, perennials, shrubs, trees, houseplants and bulbs to the market through a network of top propagators. It combines extensive experience, innovative thinking and world-class customer service to ensure professional growers and home gardeners have the most efficient tools and dynamic growing solutions for ongoing success. Look for Proven Winners products in garden centers throughout North America in their signature white branded container. More information about Proven Winners is available at provenwinners.com.