

Appointment
Glenn Gibson

If you would like to congratulate Glenn..... GibsonGlennC@JohnDeere.com

Announcement



Announcement: Glenn Gibson, Director, Tactical Marketing – Turf & CUTs

I am pleased to announce the appointment of Glenn Gibson as Director, Tactical Marketing for Turf and CUTs, effective November 16, 2025.

This position oversees go-to-market activities, aligning product launches, campaigns, incentives, and value messaging with customer needs and dealer execution. Key priorities for this role include growing compact utility tractor profitability and market share, boosting B2B business through integrated fleet and productivity solutions, and expanding our compact construction equipment business. This newly defined position reflects our commitment to driving innovation and strengthening our market leadership in the Turf and CUTs segment. This new position was created from Tammy Bove's former role.

Glenn began his career with John Deere over 25 years ago as a business development analyst in the Special Technologies Group and has served in a variety of positions of increasing responsibility in John Deere Information Systems, Ag & Turf and Enterprise Market Research (EMR), Division Customer Support manager, and E-Commerce manager. From Feb 2021 – Nov 2025 Glenn served as the Division Business Manager for the Mid-Atlantic and Northeast US leading the field team in driving our Dealer of Tomorrow strategy, improving both dealer scale and performance in that region.

Prior to joining Deere, Glenn served in the US Navy as an officer on a fast attack nuclear submarine and worked as a general management consultant with Deloitte. He holds a Bachelor of Science in Mechanical Engineering from Cornell University and a Master of Business Administration from the University of Michigan. Glenn's diverse background, leadership capabilities, and strong customer focus make him well qualified for this assignment.

Please join me in congratulating Glenn on his new assignment. Glenn and his wife Monica will be relocating to the Cary, NC area as soon as suitable arrangements can be made.

Sincerely,
Alex Sayago
VP, Marketing & Shared Services