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## **Farm Market iD Names Christopher Sidles as Its New Regional Sales Director**

WESTMONT, IL -- Farm Market iD, a leading provider of farm-level U.S. agricultural data announced today it has named Christopher Sidles as regional sales director, effective immediately. Sidles, a resident of Omaha, Nebraska, joins the Farm Market iD (FMiD) sales team in making FMiD's data and information intelligence available to agribusinesses and marketers targeting the rural lifestyle market.

"Farm Market iD represents the best in U.S. agricultural data for specific farm site locations, and Chris has proven experience consulting with agri marketers to leverage data to achieve marketing results." said John Montandon, president of Farm Market iD. "Chris joins our team at a time when we're investing in innovative new products for our clients, and his knowledge of the markets will help them succeed."

Sidles has expertise combining market research and agricultural data to deliver insights for various enterprises, Montandon said. From 2008 to 2010, he served as a national account manager for GoLeads/US Farm Data. He also served as a territory manager for Royal Bank of Scotland where he built and managed field and channel sales teams for the bank, and as a business development director for Precision Industries, an industrial supplies company. Additionally, he had account management experience at Vente, an Experian company, First Data Corporation and InfoUSA.

### **About Farm Market iD.**

Since 1973 Farm Market iD, located in Westmont, Illinois, has provided comprehensive production data to the agricultural industry. Unparalleled in its depth and robustness, the Farm Market iD database is used by virtually every major company in agriculture. In addition to its content accuracy and depth, Farm Market iD maintains its market-leading position through development of innovative and custom user applications. For more information, call (800) 313-4778 or visit [www.farmmarketid.com](http://www.farmmarketid.com).