

Ernie Roncoroni is President and CEO of Grow West, an independently owned agricultural retail company with operations in the Sacramento Valley and North Coast of California. Grow West offers a wide variety of services to help support the progressive producers who build and sustain profitable businesses. Grow West strives to do business in a manner that takes care of the environment and our community. Ernie is a non-family member CEO and leads a team of all non-family member executives. With 14 years of service with Grow West, Ernie has held several roles including North Coast Area Manager, Purchasing Manager and Chief Operating Officer. He officially took on the President and CEO role 3 years ago.

Prior to Grow West, Ernie started his career with United Agri Products (UAP) and held roles of Proprietary Product Manager for the Western U.S. as well as Area Sales Manager for Northern California in his 10 years with UAP. Ernie holds a Bachelor degree in Agricultural and Managerial Economics from UC Davis. He is married to his wife Becci and has two children. In his spare time Ernie enjoys flying, golfing and smoking fine cigars.