



# VERTICAL HARVEST

## **Vertical Harvest Farms Appoints William Morrow as Chief Financial Officer to Lead Continued U.S. Growth**

*Vertical Harvest plans expansion of 10 urban vertical farms over the next five years*

Jackson Hole, WY (March 3, 2022) – [Vertical Harvest](#), the first vertical greenhouse in the United States, announced William Morrow as their CFO. As the company sets sights on several major US cities, including Chicago, Providence, Detroit and breaking ground in Maine this year for its second US location, Morrow will lead the capital acquisitions and financial growth model for Vertical Harvest.

Morrow joins Vertical Harvest with over 20 years of extensive experience leading operations for both start-up companies and established institutions. From New York City to Los Angeles to Shanghai and Jackson, Wyoming, Will has held positions from Operations Controller to COO and CFO. His specific proficiency in both operations management and financial analysis/planning, and his most recent accomplishments in the food and beverage industry with Melvin Brewing Company LLC, allow Morrow to step into the Vertical Harvest role at a pivotal time.

Co-founder and CEO of Vertical Harvest Nona Yehia stated, “Will is a key part of our growth strategy. His experience across private equity, consulting and operations makes him a triple threat in the role of CFO - and his approach to making finance more accessible across departments and disciplines will make us a smarter and more agile team. Will is the right man, at the right time, that’s right for a social impact-focused company like us. We know he’ll be instrumental in structuring the deals that are fueling our expansion plans for 10 farms over the next five years.”



Will Morrow commented, “Joining Vertical Harvest – a visionary leader in social impact and pioneer in the vertical farming industry - at a time when the CEA industry is experiencing explosive growth makes this one of the most exciting and meaningful opportunities around. I’m excited to help shape our growth trajectory going forward. There is a tremendous amount of capital flowing into the sector, and I’m honored to guide Vertical Harvest through our Series A raise and beyond.”

Morrow continued, “I’m happy to be here because I have a lot to contribute and the work that Vertical Harvest is doing is urgent and important. Because of our hyper-local focus, each farm is designed to work as enduring civic infrastructure and each deal is custom to the needs of the communities with whom we’re working. In addition, our focus on inclusive hiring and public-private partnerships puts us at the forefront of innovation in ESG and social-impact investing. It’s an honor to join and work with this team.”

For more information please follow [@verticalharvestfarms](#) on Instagram, Facebook, and visit [www.verticalharvestfarms.com](http://www.verticalharvestfarms.com)

###

**About Vertical Harvest Farms:**

Vertical Harvest is a hydroponic, vertical farming company dedicated to sustainable farms, food and futures. In addition to our passion for local, healthy food grown sustainably, Vertical Harvest also operates on an inclusive employment model. Our farms are designed for accessibility and staffed via hiring practices developed for people with disabilities, and our mission is to energize local food economies by using food as a medium for meaningful change. As we bring food production back to the city, we are partnering with civic leaders and local developers to co-locate our farms with affordable housing, bolster local green energy efforts, keep dollars in-community longer and reestablish people's connection to their farmers and the fresh, flavorful, food we grow.

Our farms grow 365 days a year, and operate as innovative urban models for growing fresh food while delivering substantial social impact. The first of these, a state-of-the-art, three-story hydroponic farm in Jackson Hole, Wyoming, was the first of its kind in North America. Our second location will be in Westbrook, Maine which breaks ground in Spring 2022, and we are excited to expand to a city near you. If you're interested in bringing Vertical Harvest to your city, check out some of our [recent press](#), as well as a 2020, a documentary on Vertical Harvest was released on PBS called Hearts of Glass: <https://www.heartsoglassfilm.com/>.

**MEDIA CONTACT:**

Carla Tracy

Carla Tracy Public Relations

[Carla@carlatracypr.com](mailto:Carla@carlatracypr.com)

646-591-7126 (mobile)