



BIOGRAPHY

Allyn Hane

"The Lawn Care Nut"



Allyn Hane is "The Lawn Care Nut" on YouTube. His weekly show has gained 400,000 subscribers and 56 million views. He earns a full time living making videos of himself mowing and spraying his lawn, all the while educating DIYers as to the joys of lawn care. He is definitely living the Fert Life.

He started in the green industry in 1998 as an outside sales rep for TruGreen-ChemLawn. This was a college job that turned into a full-time career and in 15 years Allyn held positions within the Chicago Region including Marketing Manager, Sr Operations Manager, General Manager and Region Commercial Sales Manager.

In 2012 he left TruGreen to take a position with a small digital marketing agency that started in a library in Naperville, IL. Allyn was hired as the 9th employee of this little startup called Dealer Inspire that built websites for, and performed digital marketing services for auto dealers. During his 6 years as Vice President, he helped build the business to 500 employees and over 2500 clients. In March 2018 Dealer Inspire was acquired for \$160M and taken public.

Allyn's two passions have now come together: Lawn Care and Digital Marketing/Advertising. In 2019 he started Yard Mastery Inc, an online garden center that ships fertilizer and bio-stimulants all over the country supported by an app that creates a custom program for each user, telling them what to apply, when and why.

YARDMASTERY.COM

THELAWNCARENUT.COM