

AgRobotics Names Charles Mitchell New COO

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AgRobotics has named Charles V. Michell, Jr., its president and COO, the North Little Rock firm announced Tuesday.

AgRobotics, an [Innovate Arkansas](#) client founded in 2006, manufactures and distributes the world's first on-the-go soil sample collection technology.

"We are very pleased to have someone as experienced and capable as Charles Michell join our management team at AgRobotics during this time of great opportunity and explosive growth potential in automated soil sampling," said Jeffrey Burton, interim CEO.

Michell was formerly head of U.S. Sales and Support Services at Monsanto in St. Louis, and was responsible for commercial operations with respect to supply and demand forecast planning, strategic account operations, customer service and inside sales.

"AgRobotics is the right company at the right time for the current agricultural economic and production climate," Michell said. "I am excited to join this company with its innovative technology that yields both substantial economic benefits and environmental stewardship rewards to the grower, providing exacting information in a timely manner for soil fertility purposes."