

JEREMY L. ADAMSON

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CAREER SUMMARY:

I am a passionate technical and marketing professional with over 10 years of experience working in various agricultural roles in an effort to utilize and further develop my strategic, technical, sales, marketing, communication, portfolio management, project management, and leadership skills.

EDUCATION

Purdue University, West Lafayette, IN

Bachelor of Science in Agricultural Economics, School of Agriculture

May 2010

Certificate in Entrepreneurship and Innovation

December 2008

EXPERIENCE

Certis USA (Subsidiary, Mitsui and Co. Inc)

April 2018 – Present

Product Manager, North America

- Serve as the portfolio manager for over 36 biological products (fungicides, insecticides, and herbicides) contributing over 60MM in gross revenue and used in both conventional and organic agricultural production.
- Analyzed market data, ran competitive analysis, created volume forecast, developed the marketing strategy and executed the strategic plan for the introduction of 5 new products/brands including Homeplate® AgriPhage™, BoteGHA®, Firefighter® and Requiem® Prime.
- Manage relationships, coordinate activities and align value with regulatory, commodity groups, grower associations, trade associations, government associations, university associations, and other centers of influence.
- Manage and coordinate the communication, planning, and the execution of all marketing activities involving our Public Relations and Marketing Agency.
- Managed the web development project for the new Certis USA site, including the “Find Your Solution” tool, offering growers quick access in aligning our portfolio with their needs.
- Train, develop and manage direct reports serving on our internal marketing team.
- Create and/or review content for all communications involving Certis products or related news that are delivered internally and externally – including all social content.
- Serve as chief contributor to all marketing advertisement and promotional campaigns, for both individual products and portfolios.
- Wrote or contributed to several articles featuring thought leadership surrounding production agriculture that have been featured in several prominent agricultural publications including CAPCA, Meister Media Publications, and Great American Media.
- Designed and implemented our agricultural retail program, Certis Retail Oriented Program Support (CROPS) generating 20% gross revenue growth across all participants annually.

Dow AgroSciences (currently Corteva Agriscience)
Account Manager, (MD, PA, DE, NJ, and Canada)

June 2013 – April 2018

- Served as a marketing, business, and training consultant for 67 agricultural and pest management operators spanning 4 states and Ontario.
- Worked with regulatory team in Canada in assuring all aspects of the product and active ingredient were in compliance with the Canadian Government.
- Served as the market development lead for the Canadian market.
- Grew territory sales by 25% over 4 years - including leading the Urban Pest Management Northern District in sales growth in 2014, 2017
- Led team and designed, managed, and implemented 2017 Sales Program across 25 states and 8 Account Managers, driving a sales increase of 17% during the program period (May-Sept).
- Set program communication theme and messaging via a third party firm, and analyzed data via the communication platform (HubSpot) – leading to overall program engagement at over 55%.
- Developed custom marketing pieces to drive sales internally via sales program communications, as well as externally by creating customer-focused pieces.
- Negotiated contracts and pricing in an effort to meet both customer, and our business goals.
- Provided sales, product stewardship, and state approved recertification training with national and local agricultural and pest management companies in DE, PA, MD, and NJ.
- Developed relationships with customers in new market segments within geography.
- Served on several cross-functional teams including conference planning, product development, and content development.
- Mentored and coached new hires and interns with Dow AgroSciences and other companies within the industry.

Nutrien (Agrium Retail)

May 2010 – September 2012

Crop Consultant/Plant Health and Nutrition Specialist

- Assisted in day-to-day farm input decisions on over 30,000 acres.
- Gained vast knowledge of seed hybrids and varieties from several companies in the industry.
- Focused on foliar nutritionals, plant health products, and specialty fertilizer products from companies including, Agrium Advanced Technologies, Loveland Products Inc, Bayer Crop Sciences, Dow AgroSciences (Corteva Agriscience), Syngenta, BASF, and Monsanto.
- Developed an extensive understanding of domestic and international commodities market.

PUBLIC SERVICE

MANRRS – Minorities in Agriculture, Natural Resources and Related Sciences Public Relations Chair (2014 to 2018)

- Led a committee of 8 members focused on building MANRRS public presence.
- Revamped MANRRS Social Media presence across all platforms.