PERSONAL INFORMATION



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EDUCATION & TRAINING

POST GRADUATE STUDIES:

TYPE OF QUALIFICATION:	MARKETING SPECIALIST
INSTITUTION	UNIVERSIDAD DE SAN ANDRES – UDESA
DATE	2006
TYPE OF QUALIFICATION	POSTGRADUATED IN AGRIBUSINESS & FOOD
INSTITUTION	UNIVERSIDAD NACIONAL DE BUENOS AIRES -UBA AAPRESID
DATE	2005

UNIVERSITY STUDIES:

TYPE OF QUALIFICATION	AGRICULTURAL ENGINEER
INSTITUTION	FACULTAD DE CIENCIAS AGRARIAS – UNIVERSIDAD NACIONAL DE ROSARIO
DATE	1995

FOREIGN LANGUAGE STUDIES

English

TYPE OF QUALIFICATION	SENIOR CERTIFICATE IN ENGLISH CAMBRIDGE
INSTITUTION	ASOCIACION ROSARINA DE CULTURA INGLESA **-** ARCI
DATE	1990

French
LEVEL: BASIC ACCORDING TO SCHOOL TRAINING

Portuguese
LEVEL: BASIC ACCORDING TO WORK EXPERIENCE (UNDERSTANDING LISTENING & READING)

Spanish: MOTHER TONGUE

COMPUTER SKILLS

- **TYPE OF QUALIFICATION:** PC OPERATOR
- **ORGANIZATION:** ACADEMIA BRANLY
- **DATE:** 1989

Microsoft Windows XP Office Word, Excel (Pivot tables, Data Imports and Exports from databases) PowerPoint
Mail system-Internet Lotus Notes, Outlook Express.
Databases programs ACT! Symantec, SIV, Access, Cognos
Satellite images GVSig –ARC GIS to estimate crop production by region and potential to growth analyzing current market share from sales to increase results managing sales effectiveness and resources by site

WORKING EXPERIENCE

- 2025-Expert Speaker at ExpoAgritech Exhibition Malaga – Spain
  Topic: SGD Sustainable Agriculture, Food Production and Security Traceability– Sustainable Agriculture and Food Production challenges from Latin America Invited by Argentina Embassy in Spain – Argentina Investment and Foreign Trade Agency AAICI – ExpoAgritech organization

- 2025-Expert Speaker at Agribusiness Global Latam – US
  Topic: Agrochemical and Biological Inputs Regulatory Concerns and Sustainable Agriculture from Latin America Invited by Agribusiness Global & Meister Media organization

- 2024-Expert Speaker at ExpoAgritech Exhibition Malaga – Spain
  Topic: SGD Sustainable Agriculture, Food Production and Security – Sustainable Agriculture and Food Production challenges from Latin America Invited by Argentina Embassy in Spain – Argentina Investment and Foreign Trade Agency AAICI – ExpoAgritech organization

- 2023-Expert Speaker at South Summit Madrid – Spain
  Topic: SGD Sustainable Agriculture, Food Production and Security – Invited by Argentina Embassy in Spain – Argentina Investment and Foreign Trade Agency AAICI

- 2022- Writer – Book Contributor – Barcelona University
  Topic Book Human Health & Agriculture in Pandemic 2020 Red TBS by Barcelona University and Fundacion Tbs Madrid - Spain

- 2019 Expert Agribusiness Consultant – CEO & Founder of AgriConsult LATAM – Consulting services in the Agribusiness sector from Argentina & Latin American countries provided to global clients (investors & companies)

- 2017-2019 Expert Agribusiness Consultant - Consulting services provided exclusively to Provivi Inc Santa Monica California USA – Landing, Business& Marketing Plan strategy design & Management for the Startup in global markets – position General Manager Argentina / subsidiary establishment in Argentina

REFERENCES

- Company or institution: **Open Food Chain** / The Netherlands UE
- Name Marieke de Ruyter de Wildt
- Position covered CEO & Founder
- Tel. or e-mail marieke@openfoodchain.com

- 2025 - 2026 Professional advisory services to Open Food Chain, a startup based in Amsterdam, the Netherlands, whose goal is to expand agri-food traceability in Latin America

- Company or institution: **PROVIVI Inc /** US
- Name Paul Kuc – Pedro Coehlo
- Position covered CFO- CEO & Founder
- Tel. or e-mail pkuc@provivi.com / pcoelho@provivi.com

 2012 - 2017 Expert Agribusiness Consultant - Consulting services to agribusiness in South American markets Research in business opportunities and consulting services to projects implementation in South American markets clients from UK, USA, China, India, South America.

REFERENCES

- Company or institution: **CROPLIFE LATIN AMERICA** / Latin America LATAM
- Name Jose Perdomo
- Position covered President
- Tel. or e-mail jperdomo@croplifela.org

 2007 - 2012 Consulting services to agribusiness in South American markets

 2004 – 2007 DUPONT– Crop Protection – Job position: Marketing & Market Intelligence Coordinator -Social Responsibility Programs and Corporate Core Values Leadership -Sales Effectiveness Program Implementation and Follow up -Market Research & Business Intelligence Activities target Customers/Prospects & Products New DuPont AgroSolutions Website launching, update and customers contact

 2002 – 2004 DUPONT– Crop Protection – Job position: Marketing Analyst & Corporate Values Coordinator

 2000 – 2002 DUPONT– Crop Protection – Job position: Marketing Assistant

REFERENCES

- Company or institution: **DUPONT CROP PROTECTION**
- Name Federico Martelli
- Position covered Rizobacter National Industry & Breeding Manager
- Tel. or e-mail guchomartelli@hotmail.com

 1998 – 2000. AGAR CROSS Seeds & Full Sale Teleperformance (FST) – Job position: Agar Cross Seeds Call Center Responsible – Grasses and Hybrids Promotion.

 1996 – 1998. Fluor Daniel & JPA –Environment Division. Project Assistant – Landscape project analyst

AREAS OF EXPERTISE

LATIN AMERICA COUNTRIES - MARKETING - BUSINESS STRATEGY - ANALYSIS RESEARCH – MARKET INTELLIGENCE

Market research and surveys for agribusiness and value chain analysis in Argentina, Uruguay, Chile, Bolivia & Paraguay. Analyze external data from local Markets to generate reports as collaborative tools to design strategies for launching & growth with accurate information. Establish solid relationships with local players for business purposes.

COMMUNICATION, SOCIAL RESPONSIBILITY & CORE VALUES

- Leader of Internal Communication Area
- Leader of Social Responsibility (RSE) Projects. Implementation & execution activities. People from 30 Argentinean sites (SF, CBA, BA, LP, ER, SALTA provinces)
- Uruguay training course target to Agrotechnical students/farmers in Sustainability & Environment concepts. Implementation and development of RSE in rice & soybean cooperative regions.

SALES EFFECTIVENESS PROGRAM

- Sales effectiveness program implementation to selected customers, monitoring this group before and after implementation and reporting results
- Sales force induction process

WEBSITE

- Corporative Website Design & Implementation.

OTHER TRAINING ACTIVITIES

Sustainability & Innovation

- 2024 Agro en Punta - Uruguay Punta del Este - Sustainability and productive development agriculture policies for Uruguay and the region – Uruguay Government & Bank of International Development / INIA – FUCREA
- 2023 INNOVA BCR Semana Agtech – Ministerio de Producción– Comercio Exterior Cancillería Argentina
- 2023 South Summit Madrid – Food Security Project presentation / Latin America & EU supported by Cancilleria Argentina / Mujeres al Mundo - AAICI
- 2022 ICUP– Urban Pests Integrated Management ANECPLA Spain Agència de Salut Pública de Barcelona (ASPB) Departamento de Control de Vectores en el Ayuntamiento de Madrid,
- 2022 Biologicals World Congress Valencia Spain – BioAg – Industry & Generalitat Valenciana
- 2021 Sustentabilidad e Innovación organizado por Bolsa de Cereales de Buenos Aires, Ministerio de Agricultura, Ganadería y Pesca, Ministerio de Ciencia Tecnología e Innovación - En curso
- 2021 Bioeconomía Argentina organizado por Bolsa de Cereales de Buenos Aires, Ministerio de Agricultura, Ganadería y Pesca, Ministerio de Ciencia Tecnología e Innovación
- 2021 Sustentabilidad Agrícola -Curso de Sustentabilidad ambiental en el uso de plaguicidas. Red Agrícola Chile
- 2021 Agricultura Mixta a Nivel de las Explotaciones y de los territorios para apoyar la transición agroecológica. Proyecto Universitario Movilidad y Agroecología. Universidad Nac Rosario Argentina – VetAGRO Sup Francia
- 2021 INTA Argentina SUPAGRO Francia MOOC Agroecología
- 2021 Universidad Politécnica de Valencia España. Iniciación a la evaluación del impacto ambiental

Food Security Global Food security Lancaster University 2015 - 2016

Six Sigma Certification Green Belt Customers Loyalty & Retention Project, DuPont Six Sigma 2005

Marketing

- 2006. Marketing Program Training. Universidad de San Andres
- 2005. Marketing Fundamentals. DuPont Regional Consulting
- 2005. Six Sigma GB Training. DuPont Six Sigma LA Team Crop Protection

- 2004. Management Program Mod. Marketing. UCA
- 2001. SPSS, Segmentation techniques. Answer Tree. SPSS Training
- 2001. Segmentation & Value Offerings. DuPont USA Consulting

Management

- 2002. Project Management. Life Consulting
- 2002. Effective Oral Presentation. Life Consulting
- 2001. TDD. DuPont Regional HR
- 2000. Effective Negotiation. Agar Cross – TACK Training International
- 2000. Team working training. Agar Cross – TACK Training International

Crop Protection

- 2020 Manejo Integrado de Plagas XVII Jornadas Técnicas Integrales- Chemotecnica SA
- 2020 Industria Alimenticia XVII Jornadas Técnicas Integrales Control de Plagas - Chemotecnica SA
- 2020 Salud Publica XVII Jornadas Técnicas Integrales Control de Plagas- Chemotecnica SA
- 2019 Gestión y Mitigación de Riesgos, CropLife Latin America
- 2018 IPM- Biopesticides: Effective Use in Pest Management Programs Ag CEU - Farm progress US
- 2018 IPM- Weed Resistance Management in Agronomic Row Crops, Trees, Nuts & Vines Ag CEU - Farm progress US
- 2015 CAMPO LIMPIO program certified, CropLife Latin America
- 2015 BIODEP certified CropLife Latin America
- 2013 International Guide to crop protection products management by FAO CropLife Latin America

Biotechnology

- 2019. Introducción a la Biotecnología, CropLife Latin America
- 2014. Agricultural & Enviromental Biotechnology Training BIOVAL - Spain Valencia Community

Crop Protection Products Use and Application

2013. International Training by FAO & CropLife Latin America

E-commerce & Databases

- 2006. GVSig Satellite researches. ARCGis. E. Alvarello
- 2001. Intranet, Internet & HTML Introduction. DuPont IT – Sistematica Software
- 2000. E-Commerce. University of California, Berkeley
- 2000. ACT Database. DuPont – Symantec support

Agricultural trade & commercialization

2000. Agricultural Markets Program. Bolsa de Comercio de Rosario.

INTERNATIONAL PUBLICATIONS, ARTICLES AND REPORTS

Diario Business News Sevilla Espana

- AgriConsult Latam: agregando valor a los agronegocios para garantizar la Seguridad Alimentaria Global en 2030 *July 2023*

Fundación EMPRETEC Revista innovación Argentina

- Exportar lo Intangible – Interview by Mariana Pernas *April 2023*

RED TBS Barcelona Espana

- "Salud y Agricultura sectores prioritarios durante la Pandemia*" Aug 14, 2021*

AGROPAGES *articles written as Contributing Author*

- "Multi-party collaboration to resolve herbicide resistance of weeds" in Argentina *AgroPages - AgroNews - Latin America Focus Aug 11, 2016*

CROP LIFE LATIN AMERICA *articles written as Contributing Author*

- Broca del café, el enemigo principal de los cafetales "Hypothenemus hampei"
- Mazorca negra del Cacao - Pudrición parda o negra -Mancha negra - Phytophthora sp
- Prevención y control de la Langosta Centroamericana "Schistocerca piceifrons piceifrons, W." Langosta voladora:
  una plaga con historia que resurge y evoluciona.
- Parte II ESPECIAL LANGOSTAS: ¿Son iguales las langostas que afectan a África, Asia y América Latina?
- Nematodos fitoparásitos: una plaga mundial
- "Áfidos" o Pulgones los temibles enemigos del trigo y los cereales
- Multi-party collaboration to resolve herbicide resistance of weeds in Argentina "Una Plaga de Alto Impacto" • Oruga militar o Gusano cogollero
- Especial: "Schistocerca cancellata" o Langosta Voladora Una plaga con historia o Parte 2 Especial: "Schistocerca
  cancellata" Langosta Voladora Una plaga con historia

CCM Ltd Guangzhou China reports written as Contributing Author

- South America Monthly Report 1203 March 3, 2012
- South America Monthly Report 1206 July 1rst, 2012
- South America Monthly Report 1209 September 3rd, 2012
- South America Monthly Report 1212 Dec 2012

Recognitions

- *Grant by Agencia Argentina de Inversiones y Comercio Internacional & Programa Argentinas Al Mundo to represent AgriBusiness Sector in SOUTH SUMMIT MADRID Edition 2022 & 2023*
- *Customers Segmentation Program - Year Recognition DuPont Dec,2001*
- *Customers Segmentation program, and Customers loyalty analysis launching aligned with strategic vision New*
- *Corporative Web site design & launching DuPont Dec, 2000*
- *New web site launching and maintenance Customers Database Implementation DuPont Dec, 2000*

- *Successful Customers Database Implementation as collaborative tool Social Responsibility Program Execution DuPont Dec, 2006*
- *Leadership and successful execution of Social Responsibility Program RSE "SIP, a committed neighbor" Dec, 2006*