MediaRoom

Marsha Bro Named Executive General Manager for Kemin Crop Technologies

New business initiative primed for continued growth in commercial horticulture market

DES MOINES, Iowa – Kemin Crop Technologies, a venture business initiative of Kemin Industries focused on providing solutions for commercial horticulture, has appointed Marsha Bro to the newly created role of Executive General Manager, effective immediately.

In this role, Bro will be responsible for growing the Crop Technologies portfolio while driving profitability and market share. Under her leadership and strategic guidance, the Crop Technologies initiative will continue to develop and offer innovative solutions that meet the needs of growers nationwide, while protecting specialty crops and ornamentals.

“Crop Technologies is poised for success under Marsha’s leadership,” said Dr. Chris Nelson, President and CEO of Kemin. “Beyond her vision and business acumen, she has demonstrated success bringing new products to specialty market segments during her time at Kemin.”

Bro started working at Kemin in 2002 and has held finance, business intelligence and marketing roles across the company. In 2011, Bro was integral in launching the company’s Personal Care business with a focus on developing and managing the marketing function. Most recently, she served as a Marketing Director on the corporate marketing team, developing worldwide strategic marketing and digital capabilities. Bro holds a Bachelor’s degree in Finance and a Masters of Business Administration (MBA) from Drake University, Des Moines, Iowa.

“We have an exciting opportunity to leverage our expertise as specialty crop growers and bridge innovative technologies across the vast market segments Kemin serves to create relevant, efficacious and profitable solutions unlike any others available in the horticulture market today,” said Bro.

Throughout 2017, Kemin strategically invested in growing the Crop Technologies team. In April, Brett Cranston was hired as a Sales Manager to work closely with customers to provide tailored solutions that enhance crop performance and profitability; and in June, Emily Fuerst was appointed Director of Research and Development to lead the development of new and innovative crop technology solutions.

As a global nutritional ingredients company, Kemin manufactures more than 500 specialty ingredients for humans and animals in the global feed and food industries, as well as the health, nutrition and beauty markets. Many of the innovative ingredient solutions are sourced from specialty crops, developed in greenhouses and fields through the company’s specialty crop improvement program.

Click here to learn more about Crop Technologies.

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About Kemin Industries

Kemin (www.kemin.com) has been dedicated to using applied science to improve the quality of life for over half a century. As a global company touching 3.8 billion people every day with its products, Kemin is committed to improving the quality, safety and efficacy of food, feed and health-related products to feed a growing population and be a resource for others in need.

Committed to feed and food safety, Kemin maintains top-of-the-line manufacturing facilities where over 500 specialty ingredients are made for humans and animals in the global feed and food industries, as well as the health, nutrition and beauty markets. The company provides product solutions and options to customers in more than 120 countries.

A privately held, family-owned and operated company, Kemin has more than 2,500 global employees and operates in 90 countries including manufacturing facilities in Belgium, Brazil, China, India, Italy, Russia, Singapore, South Africa and the United States.

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Image: Marsha Bro, Executive General Manager for Kemin Crop Technologies.

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