AgroSpectrum Envisaging Future | Updating Present ASIA

Bayer announces new leaderships for APAC Agricultural Commercial Division

12 January 2024 | News

Malu NachreinerÂ becomes Commercial leader for the Asia-Pacific region



Malu NachreinerÂ becomes Commercial leader for the Asia-Pacific region

Bayer has changed the Executive Leadership Committee of its agricultural division to reflect the needs of rural producers, inspiring more regenerative agriculture. **Malu Nachreiner**, who currently leads the Agricultural Division in Brazil, will lead the commercial area in Asia Pacific. Nachreiner sees the opportunity as a way to redouble synergies between Brazil and the Asian region, as important agribusiness partners.

Marcio Santos, who is currently serving as Commercial Vice President for Bayer's agricultural division in Brazil will take over as the new lead of the country's Agricultural Division. Malu Nachreiner will also serve as the CEO of Bayer Brasil, whose announcement is expected soon. **Brian Naber** who is currently leading the commercial area in Asia Pacific, will serve as Commercial Leader for the North America region. The changes will come into force from March this year.

MaurÃcio Rodrigues, leader of the Bayer agricultural division for Latin America, says, â??MÃ¡rcio will continue to, improving our business with relevant partners, always aiming to meet the demands and challenges of our farmers. We will continue to bring absolutely innovative solutions, visionary projects such as Carbon and Forests, and offer a portfolio of quality, in addition to essential digital tools. Along this path, joint work with experts and entities in the sector points us in precise directions as to where we need to go."

â??With the new configuration of the Agricultural Division Executive Leadership Committee, we will be perfectly positioned to further drive our vision of regenerative agriculture and provide much-needed innovations to farmers,â? says Rodrigo Santos , Bayer AG Board Member and President of the Agricultural Division.