



Jerry N. Duff

AgriThORITY® CEO

Business & Marketing Specialist

Jerry Duff has more than 35 years of experience in agri-business and allied industries, and business development experience providing services to a wide range of clients worldwide. Currently, AgriThORITY is conducting business on six continents, from providing contract product and field development services to turn-key market access services. His experience includes market access and business development for a range of developing and new technology companies, which has provided him unique insight into and relationships with senior management among the Big 6 Multinationals, including DuPont, Bayer, Syngenta, BASF, Dow, Monsanto, as well as and other companies around the world.

Duff specializes in working with the technical foundation of products and their fit into Best Management Practices that comprise crop and animal production systems. He views “Product” as the first of seven strategic variables a marketer can manipulate. Thus, he also understands how a product or technology can fit into a company product line.

Duff has experience in a variety of agriculture-based industries including: grain, oilseed, cotton, biomass, trees and vines, vegetable production, and turf and ornamentals. His animal agriculture experience spans beef, dairy, pork, poultry, equine and companion animals.

Professional Experience

AgriThORITY LLC, Founder/CEO

Kansas City, Missouri, 2008-present.

The Duff Company/TDC International, President/CEO

Kansas City, Missouri, 1987-present. (Atlanta, Georgia, 1986-1987, London, 1992-2002)

- Unique business model featuring strong marketing and business/market & product development discipline.
- Strategic services business unit provides market analyses, product, market, and marketing strategic planning and process facilitation; field and technical services.
- Clients included: Bayer CropScience, Bayer BioScience, Dow AgroSciences, AgriLabs, Luitpold Pharmaceutical, Boehringer Ingelheim, Rhone-Poulenc Animal Health, Gustafson, Evans BioControl, Bayer Animal Health, AgriPro Seeds, DeLaval, Uniroyal Chemical/Chemtura, Tomen, Sumitomo, Marubeni, Dairy Farmers of America, America’s Alfalfa®, Monsanto, Equitable Agri-Business, Merial and more.

Equitable Agri-Business, Director of Marketing – Flagship Client of TDC International

Atlanta, Georgia, 1985

Fletcher/Mayo Associates, Global Public Relations Director-Atlanta/Union Carbide

Atlanta, Georgia, 1983-1985

Fletcher/Mayo Associates, Public Relations / Account Service, New Business / Innovation Strategy –All Clients

Home Office/Corporate, 1980 -1983

Duff Seeds, Owner

Centralia, Missouri, 1979-1980

Duff Farms, Partner

Centralia, Missouri, 1977-1980

Missouri Ruralist, Editor

Columbia, Missouri, 1977-1979

Bader-Rutter & Associates, Public Relations Account Executive

Milwaukee, Wisconsin, 1975-1977

Education

Bachelor of Science, Agricultural Journalism/Ag Economics, University of Missouri, 1975.