

**Jeffrey A. Sorrell**

249 Pearson Circle  
Newport, NC 28570  
(919) 538-8613  
Jeff.Sorrell@agrithority.com

## **CAREER SUMMARY**

Highly motivated and experienced business professional with over 35 years of experience, US and Internationally, in sales, development, and executive management. Long standing reputation and track record for consistently exceeding committed objectives and adding value to business organizations. Three years of executive management experience working cross-functionally to develop and implement long-term, sustainable strategies and initiatives with P&L responsibility.

## **PROFESSIONAL EXPERIENCE**

### **Llerros Consulting Inc.**

9/2014-Present

President – Newport, NC

- Independent consultant offering consulting services in strategic business development, M&A analysis and post patent product management.

### **NUFARM AMERICAS Inc.**

11/ 2011– 9/2014

Vice President – Business Development & Regulatory Affairs – Morrisville, NC

- Responsible for Technical Service, Formulations, and Regulatory Managers. Focus included developing, facilitating, and implementing US Business Development strategies focused on EBIT, customer needs, portfolio growth/diversification, and long-term profitability.
- Manage all critical aspects of a \$10+M Development group charged with generating over \$12M / year in new Gross Margin. Met or exceeded 2011 – 2014 targets.
- Led acquisition of Cleary Chemicals' assets to support the strategic growth and brand development targets of Nufarm.
- Team leader in the development of a three year strategic plan, supporting tactics, and change management initiatives developed to realign the business to focus on customer needs and profit.
- Member of the US Executive Management Team.

### **NUFARM AMERICAS Inc.**

June, 2008-11/09

Director, Third Party Relations

- Grew alternate distribution channel sales opportunities from \$3M – \$6M (Gross Margin) over a two year period through:
- Growth of then-existing customer base by expanding current customer relationships and developing new ones, bringing new products / offers to the larger sales base
- Utilized regulatory strategies to maintain confidentiality w/ respect to product supply
- Created innovative new product development strategies that reduced investment costs by 45 - 50%

### **Etigra, LLC**

August, 2006 – 6/08

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### Director, Third Party Sales & Product Development

- Supported growth of a start-up venture by coordinating marketing feedback, required investments and project planning to register and launch 7 new Active Ingredients over a 2 year period.
- Augmented direct (Distribution) sales efforts by generating incremental volume and margin opportunities through creative Third Party offerings to customers in crop and non-crop markets

### **Bayer CropScience**

March, 2001-8/06

Manager, Third Party Relations

- Grew 3<sup>rd</sup> Party sales from \$25 to over \$50M / year by 2005
- Led and received global recognition for regional business team for negotiation of multi-million supply and registration contracts with two global generic companies.
- Trainer in global generic defense training.

### **Rhone Poulenc (dba Sedagri) & Aventis**

June, 1998 – 3/01

Manager, Third Party Sales and Post Patent Defense

- One of a five man team that created and successfully implemented the Sedagri business unit within Rhone Poulenc. This unit was designed to compete with generic companies by utilizing a low cost, distribution focused business that served as a generic defense for Rhone Poulenc's off-patent products
- Implemented successful generic defense strategies for cotton harvest aid and sugar beet herbicide portfolios

### **Union Carbide & Rhone Poulenc (overview)**

July, 1978 – 6/98

- 94/98 - Led Sales and Operations Planning team in business re-engineering project, resulting in development of improved forecasting, production planning and overall customer service performance.
- 91/94 – Member of a three man team charged with evaluating business units within a \$1Bn specialty chemicals acquisition to determine strategic fit – resulted in 3 divestitures and strategic improvement of 2 other business units
- 86/90 – Finance / Marketing liaison responsible for budgeting, COGS analysis and translating marketing programs into financial forecasts
- 83/86 – Market responsibility for Union Carbide Ag business in the Sudan and regional development responsibility for Citrus and Cotton in Mediterranean countries.
- 78/80 – Highly successful launch of Temik on FL citrus. Zero to \$3.5M during tenure

### Education

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**BS, Botany & Marine Biology**

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*University of North Carolina at Wilmington*

3.75 average in field of concentration.

75% of total college expenses earned through full-time and part-time employment.

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### **Honors**

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North Carolina Estuarine Society – presenting member – 1977 conference presenter

Salesman of the Year – 1981

Bayer Leadership Award - 2002