

Fred G. Tennant

SENIOR AGRICULTURE BUSINESS DEVELOPMENT EXECUTIVE

Innovative seasoned executive with 25+ years of extensive international business and management experience. Proven experience with ability to work cross-culturally and cross-functionally to profitably grow businesses and achieve objectives. Experience with start-up enterprises, new venture-funded businesses as well as established corporate organizations. Known by management, colleagues and staff as experienced, hard-working, with a unique entrepreneurial spirit.

- Senior Sales Management
- Licensing/Contract Negotiation
- Global Commercialization
- Team Leadership
- Business Consulting
- Finance/Budget/Cost Mgmt
- Public Relations/Media
- Public Speaking Experience
- Government Relations

PROFESSIONAL EXPERIENCE

General Manager
Seawin Biotech USA, Inc.

Fayetteville, Arkansas
04/2016 – Present

Lead executive for new U.S. division of the world's largest specialty seaweed fertilizer manufacturer. Responsible for establishing all aspects of new international business unit for Qingdao, China based firm.

- Produced management strategic plan and budget, hired and supervise international staff, developed product strategy and have full P&L responsibility
- Led the development and implementation of product testing schedule, licensing, registrations and partner network
- Established sales and marketing plan and U.S. distribution network
- Developed strategy for marketing to distributors and dealers throughout the USA

President
Starhill Consulting, LLC

Fayetteville, Arkansas
01/2015 – 04/2016

Principal consultant for international agriculture products sales and marketing support firm. Key projects include:

- Executive support for Japanese start-up focused on commercializing algae biostimulants
- Created feasibility studies and funding proposals for specialty fermentation process producing specialty agriculture input products
- Provided fund-raising for new agriculture enterprises, creating and delivering investor presentations and due diligence materials
- Created and managed global operations teams for technology transfer and licensing

Vice-President, Business Development
Heliae Development, LLC (a Mars family company)

Gilbert, Arizona
01/2013 – 01/2015

Business Development/Strategy leader for ag-bio technology firm (owned by Mars family and Salim Group of Indonesia) developing and selling biostimulants, plant growth hormones, soil amendments and other specialty products. Established key markets for new product sales and technology licensing.

- Prospected, developed and closed the company's first technology transfer license for \$30 million Japan project
- Led all commercial business activities for the firm; strategic planning, building and managing sales team and establishing global marketing strategies
- Led global scope of sales, specialty procurement and strategic partner development
- Managed remote and onsite staff, set goals and objectives, evaluated sales staff performance and supervised cross-functional teams
- Speaker at key industry events – managed PR activities for the firm
- Key member of fund-raising team, supporting global investor relations and funding

Vice-President
PetroAlgae, LLC (an XLTG company)

Melbourne, Florida
01/2007 – 12/2013

Led global Business Development team for licensed production platform for algae production and related products focused on biofuel feedstock production. Strategic planning and P&L management responsibility. Built a global customer pipeline of 200+ qualified customers in 16 countries.

- Led development and execution of strategy for global technology commercialization for algae production platform leading through Pre-IPO development period
- Developed integrated framework for new customer-centric marketing team tying together business development, R&D, engineering, science and sales
- Conducted successful global contract negotiations for License and Joint-Venture Agreements for large algae-production capital projects
- Led federal and state governmental affairs, developing strategy for highly regulated markets. Hired Washington DC staff, conducted lobbying efforts to U.S. Congress

President and Managing Director
Shinkoh Technologies, Inc.

Fayetteville, Arkansas
01/1992 – 12/2006

Leader of diversified American-Japanese consulting firm (headquartered in Japan) engaging in international trade consulting, technology transfer and project management.

- Led management of client technology development projects worldwide, working with engineers, investors and entrepreneurs to translate innovation into successful business
- Managed deployment activities for new business for Asian clients launching projects in Japan, China, Thailand and India
- Hired and managed global teams for consulting projects

Senior Trading Manager
Continental Grain Company

Chicago, Illinois
1986 – 1992

Progressive career in international grain and food multinational, serving as marketing and management roles. Responsibilities included management of commodities trading positions, trade execution, staff management and client relations.

Sales Representative
W.R. Grace Ag Chemicals

Wichita, Kansas
1981 – 1984

Sales Representative for fertilizer and Ag chemical products division international firm. Territory of Kansas and Missouri.

- Managed dealer network of diversified retailers in major farming sectors
- Conducted farmer meetings, participated in major farm trade shows and marketing events. Extensive sales training in ag chemicals industry

EDUCATION & QUALIFICATIONS

Education

Bachelor of Science in Agriculture, University of Arkansas, Fayetteville, 1981

Master's in international business administration, U.S. International University, San Diego, California, 1986, with honors

Professional/Civic Accomplishments

Board Chairman – International Agriculture Programs, University of Arkansas

President - International Trade Council of Northwest Arkansas

Member, District Export Council – U.S. International Trade Administration

Numerous Community Volunteer Experiences

Career Note – Other Experience

Adjunct Full Professor for Webster University, St. Louis, MO, teaching Marketing and International Business for MBA program. Nominated for Kemper Award for teaching excellence

(References upon request)