

LUKE W. SAMUEL

TECHNOLOGY, AGRONOMY, PRODUCT DEVELOPMENT

10+ years demonstrated success delivering quality results that drive customer and company revenue.

- Team Leadership
- Communication and Presentation Skills
- Customer Solutions
- Research and Development
- Digital Agriculture
- Strategy Definition and Execution

PROFESSIONAL EXPERIENCE

Compass Minerals, Overland Park, KS
Director of Marketing and Product Strategy – Plant Nutrition

08/2018 – Present

Lead strategic product/marketing strategy and knowledge transfer for new and existing products across internal and external stakeholders. Lead product commercialization and enablement of R&D pipeline to capture new and existing market share.

- Exceeded sales targets by \$300k and \$800K to date in 2019 in key micronutrient product lines.
- Executed brand strategy and product launches to commercial market through media campaign (8x increase in customer impressions).
- Rocket Seeds launch campaign achieved over \$1.2M sales and exceeded yearly sales targets in 4 months.
- Built and mentored diverse team to improve customer brand awareness and acquisition, and product knowledge.

The Climate Corporation, St. Louis, MO
Commercial Product Director

09/2016 – 08/2018

Led Field Product Specialist team focused on new product evaluation and Climate FieldView training and knowledge transfer for customers, dealers, and internal and external stakeholders. Hired, developed, and promoted talent to key positions within the Monsanto and Climate US business.

- Increased customers 2x from 2016- 2018 by focusing on customer experience and product performance.
- Improved customer retention by 80% through collaboration across Product, Sales, and Customer Service.
- Reduced go to market time by 12 months through improved field testing and concurrent product development and field agronomic evaluation.
- Co-developed and led FieldView/Monsanto strategy to utilize FieldView on all Monsanto Soybean Seed Production acres which dramatically improved Soybean manufacturing visibility of varietal performance and growing conditions, which led to improved commercial seed quality and enhanced manufacturing production efficiency.

**Monsanto Company, St. Louis, MO; Hays, KS
Minnesota and Wisconsin Sales Region Agronomy Lead (02/2014 – 09/2016)**

07/2008 – 09/2016

Led Monsanto strategy for product, traits, and agronomy in the Minnesota and Wisconsin Sales region and across the US business. Managed remote team of 15 Technical Agronomists across three brands. Co-developed regional brand strategy and collaborated across Regional and Area business managers to execute Corn, Soybean, and Alfalfa product go to market strategy. Agronomy representative for plot and marketing strategy team for the US business.

- Led creation of new web/mobile platform to track and report test plots for US and global sales teams, allowing sales regions to measure cost, employee and sales region efficiency, and performance.
- Number one sales region for corn and soybean sales with all 3 brands holding or growing share each year.

Product Development Manager – Corn Insect Traits - US Commercial (07/2011 – 02/2014)

Developed and led Monsanto US commercial corn rootworm trait strategy. Worked across multiple business functions including Regulatory, Technology Development, and Commercial Sale and Agronomy to develop single corn rootworm train (Cry 3bb1) commercial best practices and transition to stacked trait (Cry 3bb1/Cry 34/35) product portfolio.

- Managed dialog with key internal and external stakeholders (state and US government, university researchers, industry experts) to ensure continued freedom to operate across Monsanto corn trait technology.
- Led multi-functional team to implement new CRW performance inquiry process, allowing for monitoring of potentially resistant corn rootworm populations.
- Successfully transitioned Monsanto corn rootworm trait commercial offering from a single to dual corn rootworm trait package for US farmers, ensuring a better customer experience.

Technology Development Representative (07/2008 – 07/2011)

Designed and executed field research to evaluate experimental and pre-commercial products including new corn, soybean, and sorghum products. Evaluated new herbicide and other trait technologies for suitability and performance. Developed local and regional recommendations on new product characteristics and use across western Kansas.

- Developed and led technical and commercial training programs for internal and external stakeholders across western Kansas. Led corn, soybean, and sorghum product characterization, fit, and performance data for the western Kansas and Colorado commercial sales teams.
- Implemented and oversaw commercial training showcase sites focused on genetics, herbicide systems, and traits in three locations across western Kansas. Excellent response from the commercial sales teams with all brands hosting customers for knowledge transfer and sales support.

EDUCATION

North Dakota State University; Fargo, ND

Ph. D. Natural Resource Management

Ecology of Canada thistle on native plant diversity and richness in western North Dakota.

National Park Service revised invasive weed management plans based on results

PUBLICATIONS

- Head, G., M. Carroll, S. Evans, D. Rule, A. Willse, T. Clark, N. Storer, R. Flannagan, L. Samuel, L. Meinke. 2017. Evaluation of SmartStax and SmartStax Pro maize against western corn rootworm and northern corn rootworm: efficacy and resistance management. *Pest management Science*. 73: 1883-1899.
- Head, G., M. Carroll, T. Clark, T. Galvan, R. M. Huckaba, P. Price, L. Samuel, N. P. Storer. 2014. Efficacy of SmartStax insect-protected corn hybrids against corn rootworm: The value of pyramiding the Cry3Bb1 and Cry34/35Ab1 proteins. *Crop Protection*. 57: 38-47.
- Siebert, M.W., S.P. Nolting, W. Hendrix, S. Dhavala, C. Craig, B.R. Leonard, S.D. Stewart, J. All, F.R. Musser, G.D. Buntin, L. Samuel. 2012. Evaluation of corn hybrids expressing Cry1F, cry1A.105, Cry2Ab2, Cry34Ab1/Cry35Ab1, and Cry3Bb1 against southern United States insect pests. *Journal Economic Entomology*. 105(5): 1825-1834.
- Samuel, L. W. and R. G. Lym. 2008. Aminopyralid Effects on Canada Thistle (*Cirsium arvense*) and Native Plant Species. *Invasive Plant Science and Management*. 1:265-278.
- Samuel, L. W., D.R. Kirby, J. E. Norland, and G. L. Anderson. 2008. Leafy Spurge Suppression by Flea Beetles in the Little Missouri Drainage Basin, USA. *Rangeland Ecology and Management*. 61:437-443.
- Samuel, L. W. 2007. Aminopyralid effect on Canada thistle (*Cirsium arvense*) and native plants in Western North Dakota. Ph. D. Dissertation. North Dakota State University, Fargo.
- Samuel, L. W. and R. G. Lym. 2006. Control of invasive weeds with aminopyralid in North Dakota. *Research Progress Reports*. Western Society Weed Science.
- Samuel, L.W. 2003. Effects of multi-species grazing and bio-control on leafy spurge (*Euphorbia esula* L.)-infested rangeland using rotational grazing. M. S. thesis. North Dakota State University, Fargo.
- Samuel, L.W., K.K. Sedivec, T.C. Faller, J.D. Dahl, and L.L. Johnson. 2001. Effect of multi-species grazing on leafy spurge (*Euphorbia esula* L.) infested rangeland using rotation grazing. (A Three-Year Summary). *Western Dakota Sheep Day*. Hettinger, ND. Rep. No. 42:24-29.
- Samuel, L.W., K.K. Sedivec, T.C. Faller, J.D. Dahl, and L.L. Johnson. 2002. Effect of multi-species grazing on leafy spurge (*Euphorbia esula* L.) infested rangeland using rotation grazing. (A Four-Year Summary). *Western Dakota Sheep Day*. Hettinger, ND. Rep. No. 43:6-11.
- Kirby, D.R, and L.W. Samuel. 2005. Regional survey of leafy spurge suppression by introduced flea beetles. *Beef Cattle Report*. North Dakota State University.
- Dahl, J.D., K.K. Sedivec, T.C. Faller, D. Stecher, J. Karn, P.E. Nyren, and L. Samuel. 2001. Effects of multi-species grazing on leafy spurge infested rangeland using twice-over rotation and season long grazing treatments (A Five-Year Summary). *Western Dakota Sheep Day*. Hettinger, ND. Rep. No. 42:52-59.
- Dahl, J.D., K.K. Sedivec, T.C. Faller, D. Stecher, J.F. Karn, P.E. Nyren, and L. Samuel. 2001. Effects of multi-species grazing and single species grazing on leafy spurge infested rangeland (A Five-Year Summary). *Western Dakota Sheep Day*. Hettinger, ND. Rep. No. 42:43-51.
- Dahl, J.D., K.K. Sedivec, T.C. Faller, J.F. Karn, P.E. Nyren, L.W. Samuel, and M.D. Faulkner. 2002. Multi-species grazing and single species grazing on leafy spurge infested rangeland (Six-Year Summary). *Western Dakota Sheep Day*. Hettinger, ND. Rep. No. 43:12-20.
- Dahl, J.D., K.K. Sedivec, T.C. Faller, J.F. Karn, P.E. Nyren, M.D. Faulkner, and L.W. Samuel. 2002. Effects of multi-species grazing on leafy spurge infested rangeland using twice-over rotation and season long grazing treatments (A Six-Year Summary). *Western Dakota Sheep Day*. Hettinger, ND. Rep. No. 43:21-30.

PROFESSIONAL SEMINARS

- Samuel, L. W. and R. G. Lym. 2007. Changes in native species and Canada thistle dominated plant communities following aminopyralid treatment. *North Central Weed Science Society*. December. St. Louis, MO.
- Samuel, L. W. and R. G. Lym. 2007. Canada thistle control by aminopyralid and recovery of native plant species in Theodore Roosevelt National Park. *Western Society of Weed Science Annual Meeting*. March. Portland, OR.
- Samuel, L. W. and R. G. Lym. 2007. Aminopyralid efficacy on Canada thistle (*Cirsium arvense*) and soil

- mobility in North Dakota. Weed Science Society of America Annual Meeting. February. San Antonio, TX.
- Samuel, L. W. and R. G. Lym. 2006. Aminopyralid efficacy on Canada thistle and native plant species in Theodore Roosevelt National Park. Western Society of Weed Science Annual Meeting. March. Reno, NV.
- Samuel, L.W., K.K. Sedivec, T.C. Faller, J.D. Dahl. 2004. Effects of multi-species grazing and bio-control on leafy spurge (*Euphorbia esula* L.)-infested rangeland using rotational grazing. Society of Range Management Annual Meeting. January. Salt Lake City, UT.
- Samuel, L.W., D.R. Kirby, and G.L. Anderson. 2004. Success of biological control on leafy spurge-infested rangeland in the northern Great Plains, USA. Society of Range Management Annual Meeting. January. Salt Lake City, UT.

POSTER PRESENTATIONS

- Samuel, L.W., D.R. Kirby, and G.L. Anderson. 2003. Success of biological control on leafy spurge-infested rangeland in the northern Great Plains, USA. Invasive Plants in Natural and Managed Systems: Ecology and Management of Alien Plant Invasions Conference. November. Ft. Lauderdale, FL.
- Samuel, L.W., K.K. Sedivec, T.C. Faller, J.D. Dahl. 2003. Integrated pest Management using Bio-Control and Multi-Species Grazing. National meeting for the Society of Range Management. February. Casper, WY.
- Samuel, L.W., K.K. Sedivec, T.C. Faller, J.D. Dahl. 2002. Effects of multi-species grazing and bio-control on leafy spurge (*Euphorbia esula* L.)-infested rangeland. National meeting for the Society of Range Management. February. Kansas City, MO.
- Samuel, L.W., K.K. Sedivec, T.C. Faller, J.D. Dahl. 2002. Effects of multi-species grazing and bio-control on leafy spurge (*Euphorbia esula* L.)-infested rangeland. Integrating Forage and Cattle resources to Maximize Profitability of Beef Enterprises Conference. November. Bismarck, ND.

AWARDS

- Product Stewardship Award of Excellence – Monsanto Company: 2015
- Above and Beyond Award – Monsanto Company: 2012.
- Graduate Student Paper Contest – First Place, Western Society Weed Science: 2007
- Graduate Student Paper Contest – Second Place, Western Society Weed Science: 2006

PROFESSIONAL AFFILIATIONS

- Western Society of Weed Science
Entomology Society of America