

*Business Résumé of*

**Rick Rice**

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<p><b><u>Current</u></b></p>	<p><b>Director of Sales &amp; Marketing: PLANT HEALTH CARE, Inc.</b> (Memphis, TN) Environmentally sustainable, biologically-based seed treatments and foliar spray crop protection chemicals.</p>
<p><b><u>Previous Experience</u></b></p>	<ul style="list-style-type: none"><li>• <b>Director of Marketing ('06-'07)</b> D&amp;PL/MONSANTO (Memphis, TN) Cotton &amp; soybean seed and agricultural biotechnology business.</li><li>• <b>Director, Sales &amp; Marketing ('02-'06)</b> LAWHON FARM SERVICES, INC. (Memphis, TN) Privately owned cotton, soybean, corn, wheat, &amp; rice seed business.</li><li>• <b>Regional Marketing/Key Account Manager, Southern USA Region ('97-'01)</b> MONSANTO (Memphis, TN) Glyphosate chemistry; cotton, corn, soybean, &amp; grain sorghum seed; insect &amp; herbicide tolerant biotechnology traits (Roundup Ready &amp; Bollgard)</li><li>• <b>Market Manager, Cotton, Rice, &amp; Peanut Markets ('93-'97)</b> AGREVO USA (Memphis, TN &amp; Wilmington, DE) Agrichemicals &amp; agricultural biotechnology development business. <i>(Responsibilities included product marketing and project management responsibilities)</i></li><li>• <b>Field Sales Representative ('90-'93)</b> AGREVO USA (Louisiana, Southern Arkansas, and Texas) Cotton harvest aids and insecticides, and rice fungicides.</li><li>• <b>Owner/President (FAA certified pilot training school) ('89-'90)</b> MUSTANG AVIATION, INC. (Jonesboro, AR)</li><li>• <b>Product Development Coordinator for B.t. Cotton '88-'89</b> AGRACETUS/MONSANTO (Midsouth &amp; Southeast USA)</li><li>• <b>Sales &amp; Product Development Rep for cotton &amp; soybean herbicides '86-'88</b> PPG INDUSTRIES, INC. (Arkansas &amp; Southeast MO)</li></ul>
<p><b><u>Scope of Management Experience</u></b></p>	<p>Executive management experience with overall responsibility for P&amp;L, personnel, budgets, and facilities; Product &amp; market management for market leading companies; Intellectual property contract development &amp; negotiation; Project management for simultaneous projects over multiple years; Simultaneous direction of multiple advertising &amp; PR agencies; Product development; International experience (UK, France, Germany, Japan, &amp; Brazil); Key Account management; Corporate representative during legal arbitration and US-DOJ litigation scenarios.</p>

<p><b><u>Key Business Accomplishments</u></b></p>	<ul style="list-style-type: none"> <li>• During 1<sup>st</sup> year of D&amp;PL employment, introduced new marketing concept that contributed to increased D&amp;PL soybean sales even though soybean acres declined by ~10%. This after 3 successive years of decreasing D&amp;PL soybean sales prior to my employment.</li> <li>• Lawhon-brand soybean sales &amp; market share doubled during my tenure as sales &amp; marketing manager. Increased price, introduced new marketing programs, repositioned brand, and expanded sales force. Resulted in a tie for 3<sup>rd</sup> place share in Midsouth bean market, behind only Monsanto and Pioneer.</li> <li>• Conceived &amp; started a new cottonseed business for Lawhon, and with limited genetics &amp; technology access, captured ~2.5% of total US cotton market share in 3<sup>rd</sup> year of business. This had never been done before in the cottonseed business. Acquired germplasm and technology access, created and implemented a new agency-type marketing program, and hired the right team to execute successfully against market leaders D&amp;PL, Bayer, and Monsanto.</li> <li>• Managed &amp; led “Project Gravity” (glyphosate price reduction) program across all Southern USA glyphosate markets, resulting in 32% increase in glyphosate sales during 1<sup>st</sup> year following price reduction.</li> <li>• Directed the USA commercial launch of Roundup Ready Cotton®, which in spite of major performance problems in the launch year (1997), is currently planted on &gt;80% of all US cotton acres. Received special recognition and compensation from Monsanto for successful management, negotiation, and settlement of <u>all</u> launch-year Roundup Ready Cotton “boll shed” complaints.</li> <li>• Proposed initial concept and led project management team that resulted in AgrEvo Board of Directors’ approval for commercial (global) development of Liberty Link® Rice, the first-ever genetically engineered herbicide tolerant rice.</li> <li>• Product development coordinator for the <u>first-ever</u> USDA-APHIS approved field test of genetically engineered, rDNA, insect resistant cotton (1989).</li> </ul>
<p><b><u>Key Strengths</u></b></p>	<ul style="list-style-type: none"> <li>• Listening &amp; comprehension</li> <li>• Organizational &amp; prioritization skills</li> <li>• Personnel recruitment and development</li> <li>• Communications (both written &amp; verbal) and public speaking</li> <li>• Customer complaint management/resolution</li> <li>• Good decision making while under stress</li> <li>• Financial analysis</li> <li>• Contract preparation, analysis, and negotiation</li> <li>• Advertising agency direction and management</li> <li>• Building brand and message awareness</li> </ul>
<p><b><u>Education</u></b></p>	<p><u>Arkansas State University</u>: B.S. Agribusiness &amp; Economics  <u>University of Chicago</u>: Executive Marketing Continuing Education  <u>American Management Assoc</u>: Bus. &amp; Financial Management Continuing Education</p>