

MARC VANACHT

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Resume

Keywords:

Advanced Technologies in Agriculture and food - Precision Agriculture - Strategic Planning - Business Development - International Marketing - Product Development and Launch - Innovation - New Business Ventures - Brand and Product Management - Public Speaking - P.R. - International and multi-cultural

Narrative:

Marc Vanacht blends marketing savvy, technological know-how and persuasive communication skills to drive growth and innovation. He anticipates economic and consumer trends to capitalize on the changing conditions in the market.

He is an effective and persuasive communicator skilled at delivering compelling speeches worldwide. His strong suit also includes planning and launching major conferences and events. He challenges leadership teams in agribusiness, government agencies, NGOs and universities with daring, innovative thinking and novel solutions to business, competitive and technical issues. Being a generalist, he tends to encourage multi-disciplinary approaches and solutions.

He has *broad international experience* in agriculture in the Americas, Europe and East Asia. His multi-cultural background facilitates the transfer of knowledge. He works in 5 languages: English, French, Spanish, German and Dutch (English, French and Dutch at 'mother tongue' level).

Career History

1996 - ongoing

Managing Partner, AG Business Consultants, a strategic agribusiness consulting firm.

Consulting to global companies, government agencies, universities and farmers' organizations about the impact of new and future technologies. Focus on specialty-energy crops, traceability and supply chain, Precision Agriculture, the use of IT and GPS to improve farmers' efficiency.

1994 to 1996 - Infielder Project, Monsanto Company US

Business startup of this division focused on developing and marketing software and information service solutions to farmers and agricultural distributors. The project received wide exposure in the computer, communication and agricultural press and was finalist in the 1996 Computerworld Smithsonian Awards. It also received the 'Best of Show' Award of the Midwest Chapter of the National Agricultural Marketing Association. Monsanto subsequently 'internalized' the project, using the acquired knowledge for its own competitive advantage.

1991-1994 - Innovation Team, Monsanto Company US

Marc Vanacht was a key member of the Team that reported directly to the CEO. The Team developed ideas for new business areas, generating more than 500 ideas, of which four were explored, three internalized, and one was tested as a separate startup (Infielder).

1987 to 1991 - Manager, Strategy & Business Development, Monsanto Company Europe/Africa

Development of the European patent expiration strategy for Roundup herbicide, which was subsequently adopted worldwide. The strategy involved reducing the cost of raw materials and diversifying the product portfolio. In addition, Marc Vanacht expanded the product portfolio through M&A and licensing (especially

with Japanese Companies). He led the commercial development of new products from inception through product launch.

1983 to 1987 - Roundup Product Manager,. Monsanto Company Europe/Africa

In this role, Marc Vanacht managed the Roundup herbicide product franchise in Europe Africa and Middle East. He diversified and broadened the product portfolio doubling sales within four years, consistently realizing growing bottom line profit despite wide currency fluctuations.

1980 to 1983 - Marketing Manager France, Monsanto Company Europe/Africa

He tripled sales and directed the transition from national distributors to direct distribution through wholesalers and retailers. He established a program to train the direct distributors in product technology, sales and marketing. He also was the first in Europe to use TV advertising for agricultural products.

1979 to 1980 - Marketing Manager Spain, Monsanto Company Europe/Africa

1976 to 1979 - Advertising Manager, Monsanto Company Europe/Africa

Mr. Vanacht started his successful tenure at Monsanto managing the advertising and sales promotion for Europe. He was behind the advertising for the successful launch of Roundup herbicide.

1975 to 1976 - Account Executive, SSC&B Lintas Advertising Agency

SSC&B Lintas was the 'in house' advertising agency of Unilever in Belgium. Mr. Vanacht managed accounts including Unilever (margarine brands), Canon (calculator), and Bols (gin liquor).

Background

Education:

1971: Baccalaureus Degrees in Economy and Philosophy, University of Antwerp, Belgium

1974: Masters Degree in Law and 'Graduaat' Degree in Business Administration, University of Leuven, Belgium

1997-98: Executive Seminars, Strategic Management of Information Technology and Managing Technology and Innovation, Stanford University Business School, California.

Research:

1991- Ongoing: the general area of precision agriculture.

1992-1996: Software applications and product concepts to support Precision Agriculture. The concepts were patented (US 5566069, US 5699244, US 6064943) and marketed as 'Infielder'. Monsanto donated the Intellectual Property to the University of Illinois for use by the agricultural community.

1994-95: Member of the team that launched 'Agriculture.com', one of the first websites for agriculture.

1983-87: As Product Manager, Marc Vanacht coached teams of chemists and agronomists at Monsanto Europe to develop new agricultural use applications, product formulations and product mixtures related to Roundup herbicide and to receive regulatory approval from national and European agencies.

1974: Master's Thesis: Liability of the Tour Operator, University of Leuven Law School, Belgium

Memberships:

- Soil and Water Conservation Society
- The Academy of Science, St. Louis
- Japan America Society of St Louis

Awards

Computerworld Smithsonian Technology Awards - 1996 Finalist

National Agricultural Marketing Association - 1995 Merit Award – Best of NAMA

National Cannes Film Festival 1983 – Commercial Spots - Nominated

Appendix: Presentations at Conferences & Workshops

2009

- Joint International Agricultural Conference (JIAC) and Third Asian Conference on Precision agriculture (3ACPA), Beijing, P.R. China
- SPACE 2009 Conference, Rennes, France
- Engineering for Speciality Crops Workshop, Wilsonvillen Oregon, USA
- InfoAg 2009 Conference, Springfield, IL, USA
- Oil and Oilseed Innovation Asia Conference 2009, Beijing, P.R. China
- CeBit Technology Conference and Fair, Hannover, Germany
- Missouri Natural Resources Conference (MNRC) 2009, Osage Beach, MO, USA
- FRUTIC09 Conference on Technologies in Fruit and Vegetables, Concepcion, Chile

2008

- 9th International Conference on Precision Agriculture, Denver, CO, USA
- Annual Conference of the American Society of Agricultural and Biotechnological Engineers (ASABE), Providence, RI, USA
- Meeting of the Faculty Deans and Laboratory Directors of Agricultural Universities in China, Baoding, P.R. China
- Workshop on Autonomous Navigation of Agricultural Equipment, Guangzhou, P.R. China
- Business Forum of the Hokkaido Food Industry, Sapporo, Japan
- International iBio Conference on Industrial Biotechnology, Hangzhou, P.R. China
- Workshop on new concepts in agriculture food, Kyoto University, Japan
- Workshop on Precision Agriculture, Obihiro Agricultural University, Obihiro, Japan
- Closing Conference of the PreAgro Pubic Private Research Partnership on Precision Agriculture, Berlin, Germany -
- Launch of a New Branded portfolio of Fresh vegetables by Daimaru Retailer, Urawa, Saitama, Japan
- Workshops on New Technologies in Agriculture, Zhejiang University, Hangzhou, P.R. China

2007

- Second Asian Conference on Precision Agriculture, PyeongTaek, Korea
- Bi-Annual Conference of the Chinese Society of Agricultural Engineering, Daqing, P.R.China
- Quality Control in Food Packing, Ehime University, Matsuyama, Japan
- InfoAg 2009 Conference, Springfield, IL, USA

2006

- John Airy Beef Cattle Symposium 2006, Kansas City, MO, USA
- Workshop on Alternative supply chains for groceries, Tokyo University of Agriculture and Technology, Tokyo, Japan
- The Future of Beef Cattle Breeding, University of Arkansas, Fayetteville, AR, USA
- The Future of the meat value chain, Arkansas Farm Bureau Annual Meeting, Hot Springs, AR, USA

2005

- InfoAg MidSouth, Tunica, MS, USA
- AgrowKnowledge Annual Meeting, Ventura, CA, USA
- InfoAg 2005 Conference, Springfield, IL, USA

- First Asian Conference on Precision Agriculture (FACPA), Toyohashi City, Japan
- CAPCA (California Association of Pest Control Advisors) Annual meeting, Reno, NV, USA

2004

- Symposium of the National Center for Manure Management, New Orleans, LA, USA
- Dekalb Farm Bureau Annual Meeting, Dekalb, IL, USA
- 7th International Conference on Precision Agriculture, Bloomington, MN, USA
- ESTeC Conference, Tokyo, Japan
- CAPCA (California Association of Pest Control Advisors) Annual Meeting, Anaheim, CA, USA

2003

- National Tree Fruit Technology Roadmap Workshop, National Conference Center, Leesburg, VA, USA
- Honjo City Precision Farming Association, Honjo City, Japan
- Toyohashi City Precision Farming Association, Toyohashi City, Japan
- Tokyo University of Agriculture and Technology, Fuchu, Japan
- ESTeC Conference, Multi-disciplinary Collaboration toward a Bio-mass Oriented Society, organized by the Japanese Ministry of Science and Education, the Japanese Ministry of Agriculture and Fisheries, & Tokyo University of Agriculture and Technology, Tokyo, Japan
- 4ECPA, Fourth European Conference on Precision Agriculture, Berlin, Germany
- InfoAG 2003 Conference, Indianapolis, IN, USA
- EurepGAP Conference, Towards Global Harmonization of Food Safety and Quality, Madrid, Spain
- US Midwest Biotechnology Mission to the Kansai Region in Japan (Osaka, Kobe, Kyoto)
- Washington State Horticultural Association Annual Meeting, Wenatchee, WA, USA
- The Range Beef Cow Symposium XVIII, Scottsbluff, NE, USA

2002

- International Conference on Precision Agriculture, Bloomington, MN, USA
- Workshop on Precision Agriculture, Ghent, Belgium

2001

- University of Hokkaido, Sapporo, Japan
- National Agricultural Research Center, Tsukuba, Japan
- Institute of Agricultural Machinery, Ohmiya, Japan
- Hokuriku Research Center, Niigata, Japan
- “Les Cultureles” National Agricultural Show, Boigneville (Fontainebleau), France
- European Conference on Precision Agriculture, Montpellier, France
- InfoAg Conference, Indianapolis, IN, USA
- International Conference on Geospatial Information in Agriculture and Forestry, Denver, CO

2000

- Conservation Technologies Information Center (CTIC) Forum on GMO Crops, Colorado Springs, CO, USA
- Soil and Water Conservation Society Annual meeting, St. Louis, MO, USA
- International Conference on Precision Agriculture, Bloomington, MN, USA
- Workshop on Traceability at the SIAL International Food Conference, Paris, France
- Creating Digital Dividends Conference, Seattle, WA, USA

1999

- International Conference on Geospatial Information in Agriculture and Forestry, Orlando, FL, USA
- Workshop on Precision Agriculture and the Environment, Nebraska City, NE, USA
- InfoAg Conference, Indianapolis, IN, USA
- Business Geographics Conference, Chicago, IL, USA

1998

- International Conference on Geospatial Information in Agriculture and Forestry, Orlando, FL, USA
- Briefing to The World Bank and the CTIC, West Lafayette, IN, USA
- Workshop on Data Confidentiality, Nebraska City, NE, USA
- International Conference on Precision Agriculture, St Paul, MN, USA

1995-97

- PDA Forum, San Jose, CA, USA
- InfoAg Conference, Champaign Urbana, IL, USA
- National Wheat Growers Association Annual Leadership Meeting, Big Sky, MT, USA
- Colorado Wheat Growers Association Annual Meeting, Denver, CO, USA
- InfoAg Conference, Champaign Urbana, IL, USA

1994

- NetWorld + Interop, Las Vegas, NV, USA
- Forrester Technology Forum, Boston, MA, USA
- COMDEX Fall, Las Vegas, NV, USA

Appendix: Consulting and Advice (CONFIDENTIAL)

Animal Agriculture and the Environment

- John Airy Beef Cattle Symposium 2006, Kansas City, MO, USA
- National Center for Manure Management, 2004, New Orleans, LA, USA
- The Range Beef Cow Symposium XVIII, 2003, Scottsbluff, NE, USA
- Presentation of the Final Report of the European MATRESA (MANure Management, TREATment Strategies for Sustainable Agriculture) study group, 2003, Silsoe Research Institute, UK
- Market assessment of odor abatement products, technologies and procedures for intensive animal feeding operations (mostly hogs and beef), USA
- Study tour in Europe about technologies to process manure into energy and environmentally acceptable by products (mostly dairy)
- Market assessment of bio processing and value enhancement of manure and offal of meat processing plants (mostly poultry and hogs), USA
- Study of manure management practices at a leading hog breeder / processor (PSF), USA

Industry Trends

- Belgian Association of Horticultural Cooperatives & Auction Houses, Belgium
- CAPCA, California Association of Pest Control Advisors, USA
- Dekalb County (IL) Farm Bureau Association, USA
- Illinois Agricultural Leadership Foundation, USA
- National Center for Manure Management, USA
- Pioneer Hi-Bred, USA
- USB (United Soybean Board), USA
- US Department of Agriculture - Office of the Chief Information Officer, USA
- Washington State Fruit & Horticultural Producers, USA

Corporate and Business Development

- AEA (Agricultural Electronics Association), USA
- EMI and Equipment Manufacturer's Institute), USA
- ASPEX (Biotechnology arm of Asahi Glass) - Japan
- CNA Insurance, USA
- EADS - DASA (Deutsche Aerospace, a subsidiary of DaimlerChrysler) - Germany
- Dow Agrosiences, USA
- Ebara Corporation - Japan
- Fujiwara Scientific Company - Japan
- Growmark Cooperative, USA
- HitachiSoft, Japan
- JACTO, Brazil
- Japan Radio Co. Ltd. - Japan
- Meredith Corporation – Successful Farming Magazine - www.agriculture.com
- Mosaic Fertilizer, USA
- Pivot - Australia
- Shibuya-Ishii Seiko Corporation - Japan
- Space Imaging, USA

- Syngneta - Switzerland
- VantagePoint Network, USA
- Wilbur Ellis Corporation, USA
- Yamaha Motor (Agricultural) - Japan
- Yanmar Agricultural Equipment - Japan

Economic Development

- CTIC (Conservation Technologies Information Center), USA
- MSCI (Mississippi Space Commerce Initiative, includes NASA, The State of Mississippi and the University System of the State of Mississippi), USA
- JETRO (Japan External Trade Organization), Chicago Office
- The World Bank
- Kansai Midwest Biotechnology Initiative (KAMBI)
- U.S. Midwest Bio Mission to Osaka, Kobe and Kyoto
- U.S. Midwest Bio Mission to Tokyo

National Roadmaps

- US Department of Agriculture – Agricultural Research Service: National Tree Fruit Technology Roadmap, USA
- US Department of Agriculture - Natural Resources Conservation Service: Blue Ribbon Panel on Data Collection and Analysis, USA
- US Department of Agriculture - Natural Resources Conservation Service: Task Force on Future Directions in Field Office Business Process Automation, USA
- US Department of Agriculture - Natural Resources Inventory: Strategy for publishing the results of the 1997 Natural Resources Inventory, USA
- US Department of Agriculture - National Agricultural Statistics Service: 1999 Leadership Conference, USA
- Japanese Ministry of Agriculture: Roadmap for the development of Precision Agriculture Technologies for Japan

Precision Agriculture

- Context Consulting, USA
- CORBANA (Corporacion Bananera Nacional) - Costa Rica
- Iseki, Shibuya and Ishii Corporations (The three companies have now merged.) - Japan
- ITCF (Technical Institute of Cereal and Forage Crops – Now called Arvalis) - France
- Japanese Ministry of Agriculture – Agricultural Industries Enhancement Agency, Japan
- Japanese Ministry of Agriculture – Institute of Agricultural Machinery, Japan
- Monsanto Company - USA and Spain
- Nissan Chemicals - Japan
- Pioneer Hi-bred, USA
- Purdue University, USA
- Pivot - Australia
- Simplot, USA
- Tokyo University of Agriculture and Technology - Japan -
- University of Ghent and University of Leuven, Belgium

Additional projects are covered by Confidentiality Agreements.