



PRESS RELEASE

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New marketing manager for Nufarm UK and Ireland

Stefanie Hingley has been appointed marketing manager for Nufarm UK and Ireland with immediate effect. Stefanie is moving from Plant Impact Ltd, based at Rothamsted and which researches ways of increasing yield and quality in crops using crop enhancement chemistry.

“We are very pleased to welcome Stefanie to the team. She brings a wealth of marketing expertise and experience to the company and she will ensure that we understand our customers’ needs even better to ensure long-term, successful partnerships,” says Toby Brown, country manager for UK and Ireland for Nufarm.

“I am really excited to be joining the Nufarm team, I think my strategic experience and technical background will be a good fit and I look forward to getting started” says Stefanie. “I plan to focus on developing marketing strategies to generate business opportunities and validating product positioning to drive profitable and sustainable growth in new and existing markets. I am very much looking forward to meeting our customers,” she says.

Stefanie attended the University of Minnesota and has a Bachelor of Science and an MBA in International Business Development. She previously worked at Ecolab and Plant Impact and has travelled extensively in Asia, Australasia, South America and French Polynesia.

Nufarm is celebrating its 100 year anniversary this year, so it is an exciting time for us all. We are looking forward to an even more successful future and I am sure Stefanie will be able to help us achieve this objective and will contribute significantly to this success” says Toby.

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For further information please contact

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