

# Kim Nicholson

Kim grew up in the heart of the Midwest in Indiana, graduated with a degree in agronomy from Purdue University, and has dedicated over 30 years to the agribusiness industry. She has proven experience in the areas of strategic planning and innovation, brand development, sales leadership, general management and operations.

Kim joined The Mosaic Company in 2019 to serve on the Global Strategy Team focused on R&D and innovation related to Mosaic products and services.

Before joining Mosaic, Kim founded NFocus Partners a boutique consultancy in 2009. She served both small start-up companies bringing technology, products and services to the industry and established companies looking for creative and pragmatic strategy and solutions to growing their business.

Prior to NFocus, Kim led the consumer products division of Chemtura corporation, where she managed the global enterprise with 900 employees and 5 dedicated manufacturing facilities in North America, Europe, South Africa, Australia and New Zealand. During her tenure, she served as a change agent to re-structure and reduce division costs, improve margin and focus resources on the most profitable segments of the enterprise. Prior to her appointment as Group President, she led the US sales team for the BioLab division.

Before joining Chemtura, she held the position of VP of Sales and Marketing of Nutra-Park, Inc., a biotech firm specializing in plant growth regulators. She developed and executed the comprehensive sales and marketing plan for the launch of the company's product portfolio and designed an innovative "grower to grocer" revenue strategy.

Kim served as Director of Global Supply Chain for BASF, where she managed project groups in Europe, North America and Latin America. She optimized projects and processes in the manufacturing and supply chain organization. She joined BASF as National Sales Manager for the US crop protection division, post acquisition of American Cyanamid, leading the integration and restructuring of the team.

Kim began her career with American Cyanamid's crop protection division, taking on increased levels of responsibilities for market and brand development, including the launch of two brands and revitalization of two others. She managed the promotions and programs for the company's 2000+ member AgriCenter™ dealer network in her role as Director of Retail Distribution.