

# Craig Newman

*Bachelor of Science in Agricultural Business Management, Purdue*

**Craig Newman** is president and CEO of AgReliant Genetics, an innovative seed company representing seven different brands of corn, soybeans, and alfalfa seed from corporate headquarters based in Westfield, Indiana.

After graduating from Purdue with a degree in agricultural business management, Mr. Newman began his career with Procter and Gamble as a field sales representative in the health and beauty product market, rising to the position of unit sales manager. He broke into the agricultural sales field by joining Akin (AY-kin) Seed in 1979 as the company's operations manager, eventually becoming the general manager of the company.

In 1995, Mr. Newman became general manager of Callahan Seeds as well as continuing as Akin Seed's general manager.

In 2000, Mr. Newman was named Vice President of Sales and Marketing for AgReliant Genetics, a joint venture formed by the French-based Limagrain and the German-based cooperative, KWS. He was appointed to his current position in 2012.

Over the past 14 years, AgReliant Genetics' seven seed brands have grown in sales volume by more than 300 percent and the company ranks as the third largest corn seed company in North America, with nearly a 7 percent share of the market.

Mr. Newman is "a tireless supporter of expanding the role of technology and innovation in field crop agriculture, worldwide," said his nominator, Tom Koch, AgReliant's vice president of research. "Through his involvement in the research and marketing efforts of AgReliant Genetics and its parental affiliates, as well as the American Seed Trade Association (ASTA), he is helping to shape the strategic vision of our industry. Few seedsmen can match the commitment and enthusiasm Craig has for agriculture."

For his outstanding achievement in agricultural economics and agronomy, the Purdue College of Agriculture is proud to present the Distinguished Agriculture Alumnus Award to Craig Newman.

