

Brian E. Corr, PhD

PROFESSIONAL PROFILE

A leader in R&D, new product development, product management, project management, and technical crop production for world-class horticultural and agricultural companies. Responsible for product launches of new genetics and new crop enhancement products. Planned, directed, analyzed, and reported field and greenhouse trials related to cultural methods, biological crop enhancement products, genetic evaluation, and registration of new pesticide products with in-house and contract researchers. Familiar with global markets. Product development experience in both specialty crops as well as agronomic crops. Successful coordinating teams with diverse backgrounds, across functional groups, and over geographical regions. An accomplished speaker and author reaching audiences of varied technical backgrounds. Dual citizenship – USA and Ireland.

PROFESSIONAL EXPERIENCE

Sycamore Horticulture Consulting, Inc.

President, Lead consultant, 2014 to present

Providing consulting services to horticulture and agricultural businesses exploring new projects, new crops, and new products. Recent projects have included:

- development of biological crop enhancement products, including beneficial microbial products.
Coordinated world-wide field and greenhouse trials for new product development, regulatory activities, market assessment, etc.
- new product development programs, including evaluation of plant breeding opportunities, conducting trials to evaluate germplasm
- greenhouse planning and construction of research facilities and production greenhouses in the United States, Canada, and Colombia
- establishment of a legal cannabis production farm in Colombia
- writing and reviewing license applications for production of US state-legal cannabis
- advising on cannabis production

Utah State University, Logan, UT

Adjunct faculty, 2021 to present

Cooperative development of online classes, Department of Plants, Soils, and Climate

Ball Publishing, West Chicago, IL

Columnist and author, 2018 to present

Columnist (six issues per year) and author of technical articles (4 issues per year).
One book chapter in preparation (scheduled publication Spring 2021).

NuSierra, San Vicente, Colombia

Director of Cultivation, 2018 to 2020

Responsible for start-up, development of SOPs, trialing and development, biological pest control, genetic evaluation, construction, production plans, hiring, etc. for ongoing production for a certified organic, GAP-standard farm. Coordinated teams spanning the United States, Canada, and Colombia.

Evolva Group, Basel, Switzerland

Sales Manager, Pest Control, 2017 to 2019

Launch pest repellent and control products based on nootkatone, a compound naturally found in grapefruit and cedar but produced economically via yeast fermentation. Responsibilities included development of product evaluation trialing and consultation on regulatory issues.

Syngenta Flowers, Home & Garden, Gilroy, CA

Head, Technical Services, North America, 2011 to 2014

Member of the North American Leadership Team. Responsible for setting direction for the technical group (nine direct-report technical plant scientists across the United States) for genetics and plant protection products. Managed trial planning and execution, including cross-functional projects, related to product development, new crop production methods, and crop production efficiency. Managed plant pathology testing and trialing. Managed technical budget. Set performance standards.

Valent BioSciences Corporation, Libertyville, IL

Product Development Manager, 2009 to 2011

Managed development and launch of a new EPA-registered, OMRI-certified active ingredient for domestic and international markets, including field, greenhouse, and laboratory trialing. Coordinated cross-functional activities (R&D, regulatory, supply chain, sales, and marketing) to ensure all data collection was complete and sufficient to meet federal and state requirements. Collaborated with R&D and supply chain for potential new products and new uses for existing products.

Ball Horticulture Company, West Chicago, IL

New Product Group Director/Culture Research Manager, 1999 to 2009

- Member of PanAmerican Seed Leadership Team
- Developed plant germplasm sources worldwide
- Negotiated international agreements for germplasm acquisition in keeping with international regulations
- Directed field and greenhouse research trialing
- Developed new product specifications and assessed product performance and market potential
- Launched several categories new to the industry and/or new to the corporation

Business Development Manager, 2005 to 2007

- Launched and managed an initiative for a new product category, including enhanced sales activity, new production methodology, product development, and plant breeding in field and greenhouses.

International Sales Manager, 1995 to 1999

- Responsible for developing and strengthening sales to new and established markets in Latin America, Australia, and New Zealand
- Established trialing with potential customers to evaluate genetic potential within new markets
- Responsible for large key accounts in North America
- Increased sales in all markets

Manager of Cultural Research and Operations, 1993 to 1995

- Managed a research facility (1 hectare greenhouse, 4 hectares field) including direct and indirect reports for research, facility maintenance, staffing, safety, record keeping, etc.
- Responsible for all plant culture in the greenhouse and in the field
- Responsible for all trialing of plant genetics in the greenhouse and in the field
- Proposed and/or evaluated capital improvements and oversaw implementation
- Responsible for budget development, cost containment, and tracking to meet budget
- Directed research on new and existing products

EDUCATION

- Ph.D.** University of Minnesota (Plant Physiology/Horticulture)
M.S. University of Illinois (Horticulture)
B.S. University of Illinois (Horticulture)

Special Training

- 2016 Implementing Good Agricultural Practices: A Key to Produce Safety; Cornell University
- 2013 Leadership Development Program. Centre for Creative Leadership, Lucerne, Switzerland
Develop leadership capabilities based on assessment of leadership style and learning from experience
- 2012 Dynamic New Approaches to Leadership and Management. Center for Creative Leadership, Greensboro, NC
Raising personal awareness to develop individual leadership and management practices
- 2003 Media relations. MSI Strategic Communications, Chicago, IL.
Intense one-on-one training in print, radio, and television interviews to provide a positive corporate message, especially in crisis conditions.

CURRENT SERVICE

Vice-president (Industry Division) and board member, American Society for Horticultural Science
Represent industry to the premier horticulture science association in North America

President, DeKalb Rotary Club

ADDITIONAL EXPERIENCE

Board Member and Horticultural Advisor – White Haven Capital, White Haven, PA

Board Member – Midwest Invasive Plant Network

College of DuPage
Adjunct Professor

University of Tennessee, Department of Ornamental Horticulture & Landscape Design
Assistant Professor (tenure granted)

Various commercial horticulture producers
Grower or assistant greenhouse grower

Farmer-to-Farmer ACDI/VOCA/USAID project
Conducted evaluation of agriculture projects in the Nile delta region of Egypt on behalf of ACDI, VOCA and the US Agency for International Development.