

# CURRICULUM VITAE



## IDENTIFICATION

**Name:** Manuel Falcón Martín  
**Place and Date of Birth:** Carmona, April 3<sup>rd</sup> , 1.967  
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## LEARNINGS

**Agronomist**  
Universitary School of Agronomy “ Cortijo de Cuarto”  
Sevilla, 2 de Abril de 1.990

## COURSES AND SEMINARS

**Pricing**  
DMX – Madrid ( 3 days), 2.014

**Managing Projects in Syngenta MPS**  
PMI and AB&P – Basel ( 3 days), 2.011

**Presentation Skills**  
Casanova Consultores - Barcelona ( 8 hours), 2.008

**Coaching Skills**  
Sinergos - Barcelona ( 16 hours), 2.005

**Agricultural Statistical Training**  
Almería University ( 50 hours), 1.998

## LANGUAGES

English: Medium-High Level writing and talking

## IS

High knowledge in IS programs inside Syngenta-Pioneer-Strube environment and Microsoft

## PROFESSIONAL EXPERIENCES

**Company: STRUBE GmbH**

**Position: Sunflower Product Manager Worldwide**

**Main Duties:**

- \* Portfolio Management and Profitability for Sunflower
- \* Trial Network Plan: Product Positioning and Demo-Fields
- \* Direct contact with Breeding and M&S to target right hybrid for the right business area.
- \* Responsible for Variety Registration. Freedom to operate
- \* Market Specifications and Product Design
- \* Marketing and Sale Reps Trainings

Seville, from 2.015

**Company: PIONEER Hi-Bred SPAIN, S.L.**

**Position: Iberia Oilseed Product Manager**

**Main Duties:**

- \* Portfolio Management for Sunflower, Rapeseed and Soybean
- \* Trial Network Promotional Plan - Design and Control
- \* Direct contact with Breeding and M&S to target right hybrid for the right business area
- \* Create seed demand for Seed Production Team
- \* Pricing and Market Specifications
- \* Sale Reps and Promoters Trainings

Seville, from 2.013

**Company: SYNGENTA SEEDS, S.A.**

**Position: Global Head Sunflower Product Evaluator**

**Main Duties:**

- \* **Apply Global Crop Strategy to Develop new Varieties**
- \* **Manage Worldwide Team of 14 Members**
- \* **Design Sunflower Portfolio Worldwide**
- \* **Responsible for Official Applications and Registration**
- \* **Responsible for Protocols and Develop of Herbicide Tolerance in Sunflower**
- \* **Responsible for ICS (Integrated Crop Solutions) in Sunflower**
- \* **Management of Development Budget**

**Sevilla, from 2.009**

**Company: SYNGENTA SEEDS, S.A.**

**Position: Iberia Sunflower Development and Product Evaluator**

**Sevilla, from 2.007**

**Company: SYNGENTA SEEDS, S.A.**

**Position: Iberia Corn&Sunflower Experimentation Manager and Sunflower Product Evaluator**

**Sevilla, from 2.001**

**Company: SYNGENTA SEEDS, S.A.**

**Position: Iberia Sunflower Trial Officer**

**Sevilla, from 1.997**

**Company: Regional Government of Extremadura**

**Position: Head of PAC policy in the Region**

**Cáceres, from 1.997**

**Company: COPSA, S.A.**

**Position: Iberia R&D Manager for Cotton, Tobacco, Oats and Sorghum**

**Sevilla, from 1.990**

## **ADDITIONAL INFORMATION**

**Attendance to 17<sup>th</sup> International Sunflower Conference  
Cordoba ( Spain) – June 2008**

**Attendance to 18<sup>th</sup> International Sunflower Conference  
Mar del Plata ( Argentina) – February 2012**

**Attendance to 19<sup>th</sup> International Sunflower Conference  
Edirne ( Turkey) – June 2016**

**Syngenta Awards Global and Regional Winner  
The Sunshine Story – 2.008**

**Good knowledge about wide range of crops and pesticides use, including  
arable crops and citrics.**

**Member of AEG ( Spanish Sunflower Association).**

**Lectures about Seeds in the University School of Agronomy “ Cortijo de  
Cuarto”  
Sevilla, 1.993-1.995.**

**Assistant in the Beltwide Cotton Conferences placed in New Orleáns ( USA)  
during January 1.993.**

## **SKILLS**

**Knowledge in different crops areas and different crops, from breeding to  
marketing/sales.**

**Specialist in Orange Cropping**

**Team work and Coaching Promoter .**

**Apply technical knowledge to commercial purposes.**