Paul Rea A life of agriculture

Paul Rea, Senior Vice President of BASF Crop Protection North America was born and raised on a farm in New Zealand. Agriculture has always been a big part of his life. This lifelong commitment to agriculture and international experiences have prepared him to lead the North American crop division as the company embarks on its next 150 years of innovation.

Though new to his role as Senior Vice President of Crop Protection, North America, Rea is not new to BASF. He started with the company in 2001 as National Sales Manager at BASF Australia. In 2004, he moved to the United States as a Global Marketing Manager and held several positions of increasing responsibility, including Director of the U.S. Professional and Specialty Solutions division and Vice President, U.S. Crop Operations. Most recently, Rea spent two years as the Senior Vice President, Crop Protection, Asia-Pacific in Singapore before returning to the United States.

"Farmers across the North America region are looking for solutions to increase the productivity and efficiency of their operations. This requires new approaches and innovations that will enable farmers to increase production," said Rea. "BASF is committed to discovering new technologies and services, which will strengthen our position as a key partner to farmers and agriculture."

Prior to his career at BASF, Rea built more than 15 years of international experience in seed and grain trading businesses. He earned an MBA from the University of Sydney, Graduate School of Management.

It is an exciting time to be at the helm of Crop Protection, North America. From 2015 to 2019, BASF will launch 45 new products, including 12 new active ingredients and two herbicide-tolerant crop systems. BASF is unwavering in its commitment to Research and Development, and believes in working closely with growers to create products that meet the challenges of tomorrow.

“We’re driven to deliver innovation to help farmers deal with the challenges they face today and prepare them for those that still lie ahead,” says Rea. “My vision is to build on our solid reputation and success to grow our position in the marketplace.”

Outside of his professional life, Paul Rea enjoys spending time with his wife, Sue, and three children, Courtney, Alyssa and Lachlan.