

David PEARSON

David has 35 years of experience at Limagrain, in seeds and added value ingredients. Educated at Durham College of Agriculture with a diploma in agronomy and business management.

David began his career working in sales in Northern England and Southern Scotland, before taking up marketing management at Limagrain's UK headquarters. He moved to France in 2004 to be Director of Marketing for the Ingredients division of Limagrain, where he was also Director for Bioplastics and for Strategy, involving partnerships in North America, South America, Australia, India and China.

David was a member of the Executive management team at Limagrain Ingredients for 12 years, before joining the Global Strategic Marketing team for Limagrain Field Seeds, where today he is Head of Branding and also has global strategic leadership for Cereals and Pulses. David is a board member for 2 Canadian joint ventures - Limagrain Cereals Research Canada and Canterra Seeds.