

Biography

July 2011



Heather Goode

NutriDense® Communications Manager
BASF Plant Science L.P.
Research Triangle Park, NC

Professional career

Mrs. Heather Goode received a B.A. degree in Communications as well as a B.A. degree in Theatre Performing Arts from the University of Buffalo. She is currently the NutriDense communications manager for BASF Plant Science L.P., the U.S. plant biotechnology division of BASF. BASF Plant Science focuses on optimizing crops through plant biotechnology for more efficient agriculture, for use as renewable raw materials and for improved health and nutrition.

Mrs. Goode has more than eight years of experience in agricultural communications. She began her career working on the Syngenta Crop Protection horticulture business at Gibbs & Soell, Inc. in Raleigh, N.C. Prior to taking her current position at BASF Plant Science in March 2010, she was a client service advisor at Quarry Integrated Communications Inc. in Durham, N.C., where she was involved in the swine business for Novartis Animal Health.

In her role at BASF Plant Science, she supports the NutriDense sales and marketing team through the development of marketing communication plans and tools that align with NutriDense business strategies and objectives.