



MARCEL BARBIER

"THE ANSWER FOR
NATURE'S PROBLEMS IS
IN NATURE ITSELF"©

[HTTPS://WWW.ABCORGANICS.ONLINE/ABOUT](https://www.abcorganics.online/about)

PROFILE

Dr. Barbier is a soil and plant scientist expert on crop nutrition and protection, marketing professional of extraordinary ability based upon his advanced specialization in the development, enhancement of eco-friendly and commercially viable biopesticides and fertilizers. Dr. Barbier's work history and education gives him unique insight and knowledge of on plant health, plant nutrition and on the use of plants extracts. His work path has played critical roles in major agribusiness corporations demonstrating that Marcel has made significant contributions to the creation, development, and marketing of effective, organic, and eco-friendly fertilizers, herbicides, fungicides, and insecticides created with naturally occurring plant extracts and minerals. Marcel's work has shown his commitment to reducing the ecological harm associated with synthetic agrochemical products, reducing worker and consumer exposure to hazardous chemicals, and increasing the effectiveness of products and services to conserve resources and allow both small farmers and major corporations to prosper.

By Charles E. Jarrell, P.A. on 2016.

EDUCATION

University of Florida, Gainesville, Florida, USA

August 23, 2010, to August 11, 2015

PhD in Soil and Plant Nutrition

Minor in Plant Health Management

Universidad Rafael Landivar, Guatemala, Guatemala, C.A.

January 18, 2008, to October 22, 2009

MSc in Crop Protection in International Commerce

Universidad Rafael Landivar, Guatemala, Guatemala, C.A.

January 16, 1984, to November 16, 2001

BS in Agronomy

Universidad Rafael Landivar, Guatemala, Guatemala, C.A.

January 16, 1984, to November 20, 1991

Phyto-technician

WORK EXPERIENCE

Monty's Plant Food

International Chief Technical Lead

January 2020 – Present

- Responsible for designing, conducting, and overseeing lab and field trials overseas.
- Prepare and deliver technical presentations and technical reports about activated humic products from Monty's.
- Represent Monty's at tradeshows, conferences, forums, and other meetings.
- Coordinate in-country technical training and support liaising with customers, influencers, and researchers.
- Assisting Country teams with products registration.
- Participate in designing and implementing strategic corporate and country development and sales plans.

ABC Organics, LLC

President – CEO / Consultant

May 2010 – Present

- Operating internationally, ABC Organics serving companies in soil and plant nutrition and crop protection industries by developing field and clinical data studies, best product use and management practices, product positioning and technical message development and delivery.
- Independent resource for the extension of product data, best management practices (BMPs) and other technically based information to farmer-producers, nutritionists, crop consultants, farm managers and others who make high-value business decisions.
- Act as the Head of ABC communicating with government entities and public in general.
- Lead ABC's long- and short-term strategies.
- Manage overall operations, resources and make major decisions affecting the organization.
- Negotiate or approve agreements and contracts.

CONTACT

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+ 1 (772) 480 6831

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email@abcorganics.online

CERTIFICATIONS

- Crop modeling, DSSAT – University of Georgia
- Marketing – Borlaug Institute, Texas A&M
- Sales and Marketing, Insead, France
- Strategic Marketing, Impact Group, Mexico
- Leadership, Syngenta, Greensboro NC
- Ag Tech Transfer, University of Chiapas, Mexico
- Internet Marketing, Peppers & Rogers, Sao Paulo, Brazil
- Cost Analysis, INCAE, Costa Rica
- Branding and Direct Marketing, Francisco Marroquin University, Guatemala
- Toxicology and Ecotoxicology, Bayer Crop Sc. Leverkusen, Germany
- Ag Research, University of Tennessee

EXPERTISE, STRENGTHS & SKILLS

Crop Management (production, protection, and nutrition) in North and Latin America.

Creative, visionary, problem solver, 'out of the box thinker', team worker, passionate, multi-cultural, influencer and teacher.

Preparation and monitoring of budgets and financial statements.

Proficient in Microsoft office (Excel, Word, Powerpoint, and Outlook), SAS and JMP (Statistical Analysis).

LANGUAGES

Spanish, English and Portuguese: Speaking, reading and writing

SOCIAL MEDIA

Skype:
[marcelbarbier65](https://www.skype.com/user/marcelbarbier65)

LinkedIn:
<http://www.linkedin.com/in/marcelbarbier>

Facebook:
<http://www.facebook.com/people/Marcel-Barbier/>

Instagram:
<https://www.instagram.com/marcelbarbier/>

Twitter:
<https://twitter.com/marcelbarbier>

REFERENCES

UPON REQUEST

Rio Tinto Borates /US Borax, Inc Development Specialist April 2016 – January 2019

- Developed key relationships with potential clients, coordinates research, field trials and innovation programs by leading Latin America new product trials.
- Provided technical support to field sales teams and customers on plant protection and plant nutrition.
- Executed lab, greenhouse and field trials programs with different research organizations and universities.
- Prepared educational support presentations at worldwide conferences such Argus Fertilizers Conferences (Brazil, China, and USA), ASIC Conference, International Oil Palm Conferences, and others.

Organic Laboratories, Inc. Post Doc as VP Research and Development November 2015 – December 2016

- Created new formulas and evaluated each product formulation.
- Provided technical support and expertise on all products.
- Assisted the sales and marketing teams to meet sales and profit objectives.
- Oversaw and supervised the design and execution of multivariate studies of current and new products.
- Interacted closely with universities, laboratories, distributors, key customers, and other producers.

University of Florida August 2010 – August 2015

- **Dissertation**
August 2010 – August 2015
 - Studied the potential of Polyhalite as multi-nutrient fertilizer.
 - Researched and assisted different projects with laboratory, greenhouse, and field activities to address nutritional deficiencies and problems related to pests and disease management on vegetables and tropical fruits. Dissertation: "The Potential of Polyhalite as Multi-Nutrient Fertilizer for Corn".
- **B&W Quality Growers
Internship as Research Specialist**
July 2014 – February 2015
 - Studied the nutrition and pests on watercress.
 - Determined how Macrosteles sp. leafhoppers affect watercress by transmitting a disease caused by phytoplasmas.
 - Helped improving fertilization and irrigation systems and provided methods for solving problems with clogging in the injection lines and water pumping needs at Florida and Tennessee farms.

PUBLICATIONS

- Barbier M., Y. Li, F. Pierce, Z. He, G. Liu, R. Mylavarapu and S. Zhang. 2015. Characterization of Polyhalite for its Plant Nutritional properties. To be submitted to the Journal of Agricultural and Food Chemistry.
- Barbier M., Y. Li, F. Pierce, Z. He, G. Liu, R. Mylavarapu and S. Zhang. 2015. Comparing polyhalite with other potassium-based fertilizers for growing corn in a sandy soil. To be submitted to the Agronomy Journal
- Barbier M., Y. Li, F. Pierce, Z. He, G. Liu, R. Mylavarapu, and S. Zhang. 2015. Corn response to Polyhalite and Other Potassium Based Fertilizers Applied in a Sandy Soil. To be submitted to Soil Science Society of America Journal
- Barbier, M.; Crane, J.; Castillo, J. and Li, Y. 2012. Effectiveness of Flumioxazin Alone and in Combination with Glufosinate-ammonium for Control of Parthenium (Parthenium hysterophorus) under Grove Conditions in Homestead, Florida. University of Florida, IFAS, Tropical Research and Education Center. Florida State - Horticultural Society.
- Reuveni, M., Ramirez, F. and Barbier, M. 2010. Timorex Gold – a Potent Biofungicide for the Control of Black Sigatoka in Banana. R&D summary report presented to Stockton Israel. Stockton Internal publications.
- Barbier, M.; Leon See, J. M. and Villatoro A. 2007. Evaluation of Timorex Gold (Melaleuca alternifolia) on controlling Sudden Death (Monosporascus cannonballus) in melon (Cucumis melo). La Fragua, Zacapa, Guatemala. Essay presented at the Second Congress of Organic Agriculture. Guatemala, June 2007.
- Leon, J. M. and Barbier, M. 2007. Evaluation of Timorex 66 EC (Melaleuca alternifolia) on controlling Black Sigatoka (Mycosphaerella fijiensis) on plantain (Musa paradisiaca). Hidalgo, Chiapas, Mexico. Organic Agriculture second international meeting of the Latin America and Caribbean Researchers and Farmers.
- Barbier, M.; Urrutia, V.; and Figueroa L. 2001. Symptomatology characterization of phytotoxicity caused by Glyphosate on banana (Musa AAA) Grand Nain. Entre Ríos, Izabal, Guatemala. Agronomist graduation thesis. Universidad Rafael Landivar. Guatemalan School of Agronomy Magazine.
- Barbier, M. and Amado, R. 1998. Product Stewardship and Toxicological Data management software User Manual. Bayer CropScience Guatemala. Bayer Internal Publications
- Barbier, M. and Urrutia, M. 1994. Evaluation of dry glyphosate (Monoammonium salt) in controlling broad and grass leaves in Corn (Zea mays) in small holding farmers' communities. Monsanto Guatemala country publications and Guatemalan School of Agronomy Magazine.
- Barbier, M. and Dardon, M.A. 1990. Basic grains breeding, its importance and impact on Guatemalan economy. Phyto-technician graduation thesis. Universidad Rafael Landivar. Guatemalan School of Agronomy Magazine.

- **J&C Tropical's Internship as Farm Advisor**
August 2011 to December 2011
 - Improved sweet potato (boniato), mango, and avocado production.
 - Developed a production plan for above crops which included crop nutrition, crop management and crop protection to improve the quality of these products.

Stockton Agrimor, AG

August 2006 – October 2015

- **R&D Consultant**
January 2010 – October 2015
Coordinated several research studies of Timorex bio-fungicide in multi-crops in Latin America.
- **Regional Manager Central America**
August 2006 – December 2009
Led product registration on Department of Agriculture in all countries of the Central America Region.
Created the strategy of research, development, marketing and sales launching programs.

Syngenta Crop Protection

January 1999 – July 2006

- **Distribution and E-Business Manager**
January 2003 – July 2006
 - Developed and Implemented E-business and multi-channel sales strategies for Mexico.
 - Negotiated market research with a focus on value maps to set prices according to market needs, designed of tools for drawing up contracts, evaluation and classification of customers and design e-commerce sites
 - Participated in the modeling and design software.
- **Regional CRM Manager**
January 2001 – December 2002
 - Developed and Implemented Direct Sales strategy under the Customer Relationship Management (CRM) for Latin America.
 - Advanced strategic thinking, project and stakeholder management skills, and knowledge of information technology (IT) systems.
- **Fungicides Product Manager**
January 1999 – December 2000
 - Developed and Implemented fungicides marketing and sales strategies based on crop needs.
 - Designed programs to promote the fungicides Bravo (Chlorothalonil), Amistar (Azoxystrobin) and Anvil (Hexaconazole).

CROP EXPERIENCE

Dr. Barbier's has experience working on different cropping systems in crops such as agave, arugula, avocado, banana, citrus, coffee, corn, horticulture, melon, oil palm, pastures, rice, soybean, sugarcane, sweet potato, tomato, watercress, and watermelon.

Bayer CropScience

January 1997 – December 1998

- **Registration & Stewardship Manager**
January 1997 – December 1997
 - Coordinated Products registration and media relationship.
 - Responsible for Bayer products quality systems in Central America and the Caribbean, product-related hazard communication and management (Safety Data Sheets and Labels), and pesticides registrations.
 - Reviewed and advised on marketing claims and intellectual property, such as trademarks.
- **E-business Manager**
January 1998 – December 1998
 - Developed and implemented Sales & Marketing e-platform.
 - Elaborated educational training material about the process that takes the development of a pesticide going from molecular screening up to field trials. This material was used by Bayer and the Crop Protection industry to train pesticide registration government officers.

Monsanto

May 1993 – December 1996

Territory Manager

- R&D, Marketing and Sales of Glyphosate in Bananas and Coffee.
- Researched, promoted, and sold Monsanto herbicides product line for banana and coffee.
- Researched about the phytotoxicity symptoms caused by glyphosate on banana.
- Published the "Symptomatology characterization of phytotoxicity caused by Glyphosate on banana". His dissertation has been used as reference in dispute trials between sugar cane and banana producing companies.
- Launched and developed RIVAL™, a granulated glyphosate formulation; and RANGER™ especial formulation of glyphosate to use in banana plantations.
- Served as the representative of Monsanto before the Guatemalan Association of Pesticides Importers (AGREQUIMA) and CROPLIFE.

Chiquita Brands

February 1991 – April 1993

Farm Manager

- Banana production management.
- Supervised compliance with production and proper management of farm resources, plant nutrition, irrigation management, and crop protection.
- Supervised and assisted the maintenance of ground and aerial banana pulling tractors.