

Contact

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Top Skills

Agriculture
Animal Nutrition
Swine

Languages

English

Certifications

New Manager Foundations
Making Great Sales Presentations
Asking Great Sales Questions
Delivering an Authentic Elevator Pitch
PowerPoint Quick Tips

Lesley Nernberg

Director | Animal Nutrition Consultant
Bangkok Metropolitan Area

Summary

Within my career and business goals, I strive to play an important role in enhancing current and future animal production systems. I seek to do this by utilizing my unique skills developed in the global animal production industry over the past 25 years.

I have gained experienced over my career in animal and aqua nutrition, feed formulation, technical product support, sales, management, marketing, and business development activities through various roles in the animal industry working directly with suppliers of products and technical services.

I am a technical based thinker that is strategic and fact based in my approach to problem solving yet holds a spark of creativity and business guided to think outside the box.

As a technical role in poultry nutrition and swine nutrition, I have a proven track record of converting research based data into practical and marketable information, along with providing practical products and programs for animal based systems. I have worked directly with suppliers of raw materials, feed, feed ingredients, premix, and feed additive manufacturers.

My roots and history involve growing up on a mixed grain and livestock farm in Western Canada. I have also gained work experience in selling feed directly to livestock producers at the farm gate. I feel combining my farm background along with experiences gained in sales, management, marketing, and technical support of animal production systems provides the necessary skills to play an important role and succeed in today's highly competitive business environment.

Over the last 9 years I have been based in SE Asia and have the ability to bring a global perspective to today's ever changing protein value chain. My experience as a western born and raised animal

specialist and now living in the eastern world provides a unique skill set to advance any animal production company's global growth goals and targets.

Experience

Lighthouse Agri-Solutions

Technical Consultant

August 2021 - Present (3 months)

Bangkok, Bangkok City, Thailand

Lighthouse Agri-Solutions is an animal and food nutrition consulting company based in SE Asia. The company seeks to bridge the nutrition industry across the globe and share best practices, opportunities, and product developments to suppliers and consumers alike. Even though a nutrition based consulting company, we seek to bring a holistic approach in identifying solutions of problems faced by those involved in the animal feed and human food protein value chain.

ADM

Director of Formulation, Regulatory Affairs, and Product Development

November 2020 - August 2021 (10 months)

Ho Chi Minh City, Vietnam

- Developed and optimized formula specifications for swine, poultry, aqua, and petfood diets in close consultation with Marketing, Sales, Technical, Purchasing, Quality Control and R&D.
- Updated and evaluated regulatory changes and impact to feeds and feeding programs.
- Close collaboration with Purchasing in sourcing and evaluating new suppliers and ingredients.
- Work with Sales and Technical team in competitor evaluations
- Manage quality control and quality assurance process
- Led development of trace mineral/vitamin premix formulas to formulation system
- Work with various departments in responding and resolving customer complaints
- Direct the registration and renewal of feed product licensing and regulatory affairs.
- Management of product development and new technical concepts for the livestock and aqua feed business in coordination with sales, marketing, operations, and regulatory departments.

BIOMIN

Technical Services and Product Manager - Animal Nutrition

August 2017 - October 2020 (3 years 3 months)

Singapore

- To provide animal nutrition support and technical service to poultry and swine producers in the Asia region.
- Develop animal nutrition feeding programs to maximize and optimize production performance, health, reproduction, and meat quality.
- Trouble-shooting and addressing customer concerns as related to animal production.
- Collaborate with Business Unit Managers, Technical Sales Managers, Regional Feed Additive Product Managers, and Key Account Managers to solve technical challenges in the region.
- Support animal feeding trials and research through development of protocols and data analysis.

Diamond V

Business Development and Technical Director - Asia

July 2015 - July 2017 (2 years 1 month)

Bangkok Metropolitan Area, Thailand

- Establish and manage the development and implementation of an Asian sales, marketing, and research strategy.
- Development, execution, and responsibility for identifying potential customers, annual sales and tech support activities, and the marketing and tech support budget to achieve the expected volume, profitability and spending objectives.
- Provide technical information to support customers, distributors, consultants, universities, producers, and government agencies. Prepare and distribute technical information in the form of written technical summaries, presentations, training sessions, and seminars. Provide training on new products, product improvements and applications of products to international distributors, technical service personnel and stakeholders.
- Provides input and manages the development of swine marketing materials from appropriate research and industry information.
- Support identified regional distributors with training, technical service, resource identification, development of annual business plans, and execution of growth opportunities in specific countries.
- Provide input to the regulatory department for establishing and maintaining compliance with all governmental product specifications and labeling regulations..

- Develop and maintain professional contacts at key universities and industry institutions and serve as liaison to these institutions for company activities.

Insight Agri-Solutions

Managing Director

August 2013 - December 2016 (3 years 5 months)

Bangkok Metropolitan Area, Thailand

Insight Agri-Solutions is an agriculture and animal nutrition based consulting company based in Bangkok, Thailand offering technical services; including feed formulation, program development, and nutritional consulting to meet the needs of animal and aqua production systems, feed millers, and feed ingredient suppliers in the APAC region. The company also offers support to R&D activities, product development and training, promotion and market development assistance, technical marketing expertise, along with access to market analysis resources.

In having practical skills and knowledge of animal production and nutrition from a grassroots perspective, Insight Agri-Solutions aims to assist companies and producers in achieving their business goals and financial targets. The company overall seeks to bridge the animal production practices and animal nutrition principles across the globe for the benefit of food producers and consumers.

Connell Bros - Wilbur Ellis

Regional Animal Nutritionist

July 2012 - July 2013 (1 year 1 month)

Bangkok, Thailand

- Provided guidance and technical support of feed ingredients and feed additives to management and sales teams to drive sales and margin opportunities.
- Conducted training to the management and sales staff on specific attributes and benefits of feed ingredients and feed additives.
- As feed additives technical manager, assisted customers with animal nutrition problems and advised on areas of nutritional and production importance.
- Planned, developed, and implemented educational activities to ensure all staff were up to date on new products, current scientific research, and animal production methods.
- Coordinated with suppliers and principals on product training of feed ingredients and feed additives.

- Developed and maintained the BRILL feed formulation system to manage and support raw material and feed additive sales with internal staff and customers.
- Assisted management with sales staff performance evaluation and plans for improving employee and sales performance.

Canola Council of Canada

Canola Meal Manager

August 2010 - June 2012 (1 year 11 months)

Winnipeg, Manitoba

- Managed the canola meal research, market development and promotion program in North American and global markets
- Assisted in the development and implementation of a multi-faceted communication and promotion plan for canola meal
- Developed and implemented market development and promotion plans to increase consumption and value of canola meal in key markets, including the management of feed trials in North America and globally
- Managed Canola Council of Canada (CCC) funded canola meal research projects.
- Held consultations with customers, industry, government and stakeholders to identify, analyze and prioritize canola meal market opportunities and challenges for the Canadian canola industry
- Worked with the CCC senior management team and board of directors to develop and implement programs that maximize canola meal profitability and market opportunities
- Prepared program reports and responsible for project budgets and source funding as needed
- Liaised and represented the Canadian canola sectors best interests with industry, government and stakeholder groups both domestically and internationally

Nutreco Canada

Swine Nutritionist

November 2007 - June 2010 (2 years 8 months)

- Provided technical and nutritional support to Landmark Feeds and Landmark Nutrition swine feed sales staff and customers
- Managed swine diet formulations and develop swine feeding programs to meet customer needs and goals. Support Formulation Department and provide guidance and training to keep staff up to date and functioning effectively.

- Developed and conducted technical training of swine feed sales staff to ensure employees are knowledgeable on swine nutrition and swine production in order to drive business goals and margin opportunities.
- Planned and organized daily duties to technically support sales, management, feed production staff and customers.
- Provided budgets and strategy for further developing swine premix business at Landmark Nutrition.
- Updated and developed technical marketing literature to support sales efforts. Conducted presentations and shared technical information with swine feed customers as required.
- Lead role as swine technical resource for Landmark Feeds at Nutreco Canada AgResearch R&D meetings. Relayed information from customers and sales staff to drive effective research program and collaborate with AgResearch scientists and staff on swine research projects.
- Technical transfer of research data and information to new swine products and feed programs.
- Led and managed the use and training of Nutreco Canada's Watson Swine Growth Model and Compiporc database for Landmark Feeds division.

Landmark Feeds

Regional Nutritionist

August 2001 - March 2007 (5 years 8 months)

- Provided technical and nutritional support to Landmark Feeds poultry and swine territory managers (sales staff) as a poultry nutritionist and swine nutritionist role.
- Managed poultry and swine diet formulations in BRILL and develop feeding programs to meet customer objectives. Developed and conducted training and presentations on new products and feeding programs.
- Managed the quality control program for Landmark Feeds feedmills and coordinate transfer of data from laboratory analysis to feed formulation system.
- Acted as lead technical resource on quality control, HACCP, and regulatory activities with government regulatory bodies and quality control staff at Landmark Feeds feed mills.
- Provided budgets and strategy to Landmark Feeds senior management for further developing Landmark Nutrition premix business.
- Update and develop technical marketing literature to support sales efforts.
- Represented the interests of Landmark Feeds swine and poultry customer and sales staff at Maple Leaf Animal Nutrition Agresearch committee meetings bi-annually. Served as team member on technical based research and marketing projects.

- Drove value and margin potential for Landmark Feeds through development of research driven feed products and programs.
- Actively seek new research, information, and opportunities to grow feed business and margin opportunities.

Education

University of Manitoba

Master of Science, Animal Nutrition · (1995 - 1998)

University of Manitoba

Bachelor of Science in Agriculture, Animal Science · (1991 - 1995)