

A. Douglas Worsham Weed Science Lecture Series

Getting in the Minds of Industry: Sharing Success Stories and Understanding the Key Drivers for Industry Decision Making

Dr. Sam Wilson

Development Leader
ADAMA USA, Retired
Raleigh, North Carolina

February 20, 2020
2405 Williams Hall
Refreshments at 2:45 pm
Seminar at 3:00 pm
Refreshments at 2:45 pm

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Dr. Sam Wilson

Dr. Wilson received his BS at NCSU in Agronomy and his Master in Weed Science under Dr. Worsham. He received his PhD at Virginia Tech in Weed Science and Plant Physiology. The majority of his career has been in the industry with basic manufactures of crop protection products like Adama, Monsanto, Zeneca (Syngenta now) and FMC. He also worked in distribution for UAP (Nutrien now) and with the private equity company (Verdesian). He has a broad background with experience in working with herbicides, fungicides, insecticides, nematocides and biologicals. He gained experience at UAP as the preferred products trainer for the southern US and also at Verdesian as the Chief Technology Officer.

Dr. Wilson has worked in very broad range of crops from the larger acre crops like corn, soybeans and wheat, to other row crops like rice, cotton, peanuts, tobacco, sugarcane and potatoes. He has also covered the specialty crops including cucurbits, fruiting vegetables, leafy vegetables, pome and stone fruits. While working in industry he has been on teams that have launched over 60 new products across the US. Using various technology platforms he has been involved in internal company and external industry training of new and existing products. In his past several positions, he has focused more of portfolio development, project management and people development. This involved understanding financial metrics (projects scope, competitive analysis, NPV's, COG's, POS's, Data comp, etc.) and the successful management of the pipeline. In less than two years with Adama, the pipeline potential for the US market increased 8-fold. Within Verdesian, 7 new products were launched in a 2.5-year period. At FMC (BioSolutions Development Manager), Dr. Wilson helped lead the development of numerous biostimulants to biopesticides within the US and Global markets. At Zeneca, he received the Outstanding Technical Support award for developing a strobilurin fungicide in corn. As a Senior Development Manager for FMC, he helped in the launch of over 40 new products and was recognized as one the top 5 scientists in the company's annual magazine.

Dr. Wilson is currently the Director of Agronomy at Sound Agriculture which focuses on discovering new sustainable products using molecular biology and rapid computational analysis to find the best solutions.

The A. Douglas Worsham Weed Science Lecture Series

The *Weed Science Program in Plant, Insect, Microbe and Soil Systems* of the College of Agriculture and Life Sciences provides a lecture series designed to enhance collaboration among weed scientists at North Carolina State University and others involved in the understanding and management of weeds. The lecture series is named in honor of Dr. Arch Douglas Worsham who had a distinguished career as a weed scientist at North Carolina State University for many years. Dr. Worsham impacted many students at both undergraduate and graduate levels and served many others during his career. Dr. Worsham has long been considered a unifying figure among weed scientists at North Carolina State University. Dr. Worsham began his career at North Carolina State University in 1960 after receiving BS and MS degrees in Agronomy from the University of Georgia and his PhD in Crop Science from North Carolina State University. His research focused on witchweed (*Striga asiatica*) management, no-tillage systems, and many other important aspects of sustainable weed management. Dr. Worsham made significant contributions to the North Carolina Agricultural Extension Service (now the Cooperative Extension Service) and was the instructor of the undergraduate weed science course at North Carolina State University. The series includes 3 to 5 lectures each year from a broad spectrum of weed scientists.

