

PATRIQUE LE VIEUX

MICROBIOLOGICAL BUSINESS
DEVELOPMENT MANAGER

Koppert SA



BSc Conservation Ecology,
BPhil Sustainable Development,
MSc Conservation Ecology and Nematology

MY STORY

WHY DID YOU CHOOSE THIS CAREER PATH?

I found agriculture to be the perfect interface of the economic, social and environmental spheres of sustainable development. A career that is challenging and pioneering in the face of a food security, biodiversity and the ever increasing threats from the reckless use of chemical plant protection products.

WHAT DO YOU DO?

I am currently involved in portfolio development and helping tech sales team with technical support and training.

WHAT PART OF THIS CAREER DO YOU ENJOY MOST?

Seeing farmers grow in their path to true sustainable agriculture, the diversity in topics and continuous learning process from entomology, plant pathology, soil health etc along with feeling like

I'm genuinely contributing to the future of our natural assets.

IS THERE A FUTURE in this career?

The opportunities and future in biological pest control are expanding exponentially. The need for good solutions based on solid scientific study opposed to the old anecdotal here say are needed. The market is growing rapidly at a CAGR of appx. 15% while chemical drop protection only 4%. **New jobs through the entire value chain are increasing from laboratory research to engineering of fermenters and production sites to on field sales positions.**

SOME ADVICE

Empower yourself with gathering facts, then have an opinion. Try not to be agnostic,

choose a path and RUN WITH IT.

Remain dynamic and keep your varsity text books!!



CHALLENGES

Understanding business, economics and marketing while maintaining confidence in the face of a highly technical community especially when presenting live to global audiences, especially of the European community.

Their work ethic and knowledge is of an exceptional standard.

DO I FIT THE PROFILE?

Extroverted people with the desire to see change. Those who enjoy biology, science and business.

CAREER HIGHLIGHTS TO DATE?

Representing one of the largest and most reputable companies in the world (BASF, Germany) on a global level while promoting sustainability and an agroecosystems approach.

The position as Global strategic and technical marketing manager: biological fungicides, allowed me to travel and present in many countries around the world.

The position allowed me to see how special South Africa is thus very recently resigning from a permanent position in the EU to come home and pursue a fantastic career back in our beautiful South Africa. South Africa needs young minds!