|  | Anita Norian515-537-6835anita.norian@gmail.com |
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Anita Norian is the President for the Global Human Nutrition and Health Division of Kemin Industries, a company focused on the identification, research, manufacture and commercial sale of ingredients featuring plant-based molecules with human benefits. Anita has P&L responsibility for a $50M division with sales in over 100 countries and leadership of over 100 employees located throughout the world.

Anita combines strong commercial skills and financial expertise to drive top line sales and has cut the cost of goods sold for the primary product by 45%, doubling gross margin and bringing the division back to profitability over a three-year period. She assesses talent and has built a dynamic team, improving employee engagement from 74% to 83%, the second highest in the company. Anita has diversified product offerings successfully launching global ingredients growing new products to 30% of annual sales.

Anita played a key role in the successful cannabis grow application for MedPharm Iowa providing expertise on the growing, extraction and commercialization of dietary ingredients. MedPharm Iowa is owned by the same family as Kemin Industries. She also serves on the American Herbal Products Association Cannabis Board.

From 2011 – 2014 Anita served as Group President of Kemin Industries, working in partnership with its CEO and CFO to establish strategic direction, gain alignment and ensure execution across all divisions, including Animal Nutrition and Health, Human Nutrition and Health, Pet Food and Food Technologies. She also had responsibility for global sales, marketing and engineering, while leading start-up businesses in India, Brazil and the United States. Those start-ups covered contract research, pharmaceutical ingredients and companion animal nutritional supplements.

Working with Kemin’s contract research division in India, Anita was accountable for the development and execution of a strategy to turn around a division that was no longer viable. The identified new market strategy includes the build out of the research facility, development of the team, procurement of required certifications and positioning the division for a successful sale recouping the primary investment.

Anita began her career with Kemin in 2010 as Vice President Global Sales and Marketing. She quickly expanded responsibilities to include human resources, information technology and engineering gaining expertise in a broad base of corporate operations. Anita established a new strategic planning process, rolled out a new corporate structure and developed a competitive intelligence team.

From 2003 – 2010 Anita strengthened and expanded her skills in roles with DuPont and DuPont Pioneer. As Senior Finance Manager, Business Decision and Analysis, she developed and led the financial competitive intelligence competency, identifying and presenting strategic opportunities to Pioneer and DuPont leadership as well as presenting to the board. Anita acted as finance lead for the development and launch of a complementary line of business generating greater than $50 million in new revenue.

In Anita’s role as Finance Manager, Ag & Nutrition Platform, she designed and rolled out internal management reporting for the CFO and CEO. She also coordinated quarterly financial communications with the investor relations team. Anita led the Hackett benchmarking project developing tools to track and monitor progress.

Anita began her career in 1995 as a CPA and financial expert with McGladrey and Pullen, LLP (RSM) where she managed audit engagements across multiple industries including manufacturing, construction, agriculture, real estate and employee benefits. She served clients from start-up to $250 million in revenue.

Anita resides in Des Moines Iowa.

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Select Accomplishments:

* In three years, turned around a struggling division growing top line sales > 75%, doubling gross margin and improving earnings by more than $7M.
* Reduced primary product costs by 45% utilizing value stream mapping to improve internal processes and renegotiate relationships.
* Completed talent skill gap assessment and developed team improving employee engagement from 75% - 83% in first year and maintaining this level for four years.
* Led team that achieved approval for first Cannabis grow operation in Iowa.
* Completed development, certification and sale of contract research organization in India.
* Supported local leadership to develop pharmaceutical division and launched under medical device regulations.
* Acquisition and integration of companion animal supplement company.
* Develop competitive intelligence model which lead to market share growth for Pioneer.
* Qualified financial expert with 8 years of audit experience.

Employment History:

* President – Human Nutrition and Health Division, Kemin Industries – 2014-Present
* Group President – Kemin Industries – 2011-2014
* Vice President Global Sales and Marketing – Kemin Industries – 2010-2011
* Senior Finance Manager / Finance Manager – DuPont Pioneer – 2003-2010
* Senior Finance Manager / Audit Staff – McGladrey & Pullen, LLP (RSM) – 1995-2003

Board Affiliations and Community Involvement:

* McGill Junge Wealth Management – Board of Advisors
* American Herbal Product Association – Member Cannabis Committee
* YPO (Young Presidents Organization) – Member; Present Board At Large, Prior Network Chair
* ISURF Board of Directors – Member
* Grand View University – Vice Chair Board of Trustees; Chair Trustees Committee; Member Mission and Purpose Committee
* Greater Des Moines Partnership – Member Partnership Development Committee
* America Institute of Certified Public Accountants – Member
* Ballet Des Moines – President, Board of Directors, launch of professional company – 2009-2015
* Bergman Academy – President, Founding Board Member, led consolidation of private schools – 2004-2013

Education:

* “Scaling Up” CEO Bootcamp 2018
* Harvard Executive Education 2011 and 2015
* Kaplan-Norton Master Class on Corporate Strategy 2010
* M.B.A., Business Administration, University of Phoenix 2005
* C.P.A., Certification 1996
* B.S., Accounting and Transportation and Logistics, Iowa State University 1995