

Thavy Un Joins BASF Turf & Ornamentals As Marketing Manager



RESEARCH TRIANGLE PARK, NC, June 30, 2008 – BASF Turf & Ornamentals today announced the appointment of Thavy Un as Marketing Manager. In her new role, Un will focus on developing marketing strategies for Turf & Ornamentals, as well as on planning and program development. Her responsibilities will also include overseeing financial operations, forecasting and production in collaboration with manufacturing, regulatory, formulation and product labeling groups.

Prior to joining the Turf & Ornamentals team, Un held several positions within BASF's Agricultural Division, including Global Marketing Manager for fungicides and plant growth regulators (PGRs), and Global Marketing Research Analyst in Limburgerhof, Germany. As Global Marketing Manager, she was responsible for regional strategic planning and 10-year forecasting, and implementing product-specific communication and patent strategies.

"Thavy's extensive marketing and business analyst experience will help BASF continue to successfully expand the value our products and people bring to this industry," said Dr. Toni Bucci, BASF Turf & Ornamentals Business Manager.

Un also spent time working in marketing at Performance Chemicals in Mount Olive, New Jersey, and as a Project Manager at Caprolactam in Freeport, Texas. She is a Texas A&M University graduate with a bachelor's degree in chemical engineering.

For more information about BASF Turf & Ornamentals visit betterturf.basf.us and betterplants.basf.us or blog about turf at www.basfturftalk.com.