



WOMEN LEAD NC

OCTOBER 18, 2024 | RALEIGH, NC

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Barbara Aguiar is currently the Business Director for BASF's Professional & Specialty Solutions segment in North America. Born and raised in Sao Paulo, Brazil, Barbara holds a master's degree in international affairs from the University of Pittsburgh and a MBS from the University of North Carolina, Chapel Hill. Barbara has developed her career in the areas of marketing, communications, branding and leadership engagement. She currently lives in Cary, North Carolina, and enjoys being the mom of her 4-year-old son, Nico.

