

WOMEN LEAD NC

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Linda Brown
Director of Communications
BASF Agricultural Solutions, North America



Linda Brown is a Corporate Communications Executive with a passion for leading change and creating strategic intent for organizational purpose and business success.

In her current role, Linda is responsible for promoting and protecting the BASF brand, and more specifically BASF's Agricultural Solutions division's positioning in the North America region. She is responsible for creating an awareness amongst the variety of stakeholders in the region about BASF's innovative solutions, sustainability initiatives and other key drivers of the business.

Linda has been with BASF for 14 years. Prior to being appointed into this position on 1 October 2023, Linda was Head of Communications for BASF's Middle East and Egypt Region based in Dubai. During this time, she was listed as one of the Middle East's most inspirational women in leadership for both 2022 and 2023. Linda has also led the Communications team for BASF's Africa region, based in Johannesburg, South Africa. During this time, she was featured in the National Association of Automotive Component and Allied Manufacturers Women in Manufacturing series. Prior to that, she was Communications Manager for BASF's Mobile Emissions Catalysts manufacturing sites in the company's Europe region, based in Port Elizabeth, South Africa.

In her 35-year career in Corporate Communications, and prior to her first international assignment in Dubai, Linda has contributed to a variety of industries including social development, higher education, research, utilities and the medical sector, all based in South Africa.