

LORENZO FERRARI, *BASF Canada*

Lorenzo Ferrari is currently the Manager, Market & Customer Development with BASF Canada at the Mississauga, Ontario location. Reporting to the President, BASF Canada, Lorenzo is primarily responsible for championing growth opportunities in key strategic market segments such as building & construction, transportation and oil & gas.



He has a strong track record developed over the 20 years in the chemistry profession where he has held various positions of increasing leadership responsibility including roles in Marketing & Sales, Manufacturing, Innovation and Business Development at BASF, LANXESS, Dow Chemical, Standard Products and Louisiana Pacific.

Ferrari obtained his B.Sc. in 1991 and M.Sc. in 1995 in chemistry at McMaster University, where he continued to complete his MBA in 2000 in the strategic management of innovation & technology program.

He is the Past President of the Canadian Society for Chemistry (CSC), and past Board member of the Chemical Institute of Canada (CIC), member of the CIC-SCI Awards Selection Committee, as well as a member of the R&D Network committee of the CIAC (Chemistry Industry Association of Canada). Ferrari holds eight granted patents, is a winner of the 2004 Fall ACS Rubber Division Best Paper Award and enjoys gourmet cooking, history and coaching football.