

BRIAN A. BIRRENKOTT

7658 Starmont Court
Dublin, Ohio 43016
(614) 793-8041
bbirrenk@columbus.rr.com

EXPERIENCE

Director – Agronomic New Product Development Dept, R&D Division, The Scotts Company, Marysville, Ohio

- Lead R&D New Product Development Department, consisting of applied biologists and specialists in horticulture, soil science, plant pathology, entomology and agronomy.
- Develop and maintain Scotts research facilities and infrastructure to support professional, biological research.
- R&D Category Director for Scotts Consumer Lawns Business Unit and Scotts Lawn Service business unit. Work with Marketing to develop strategic plans and balanced project portfolios.

March 2005 to Present

Category Director – Professional Business Group and Gardens Business Unit, R&D Division, The Scotts Company, Marysville, Ohio

- Professional Business Group product line included Osmocote® and Peters® fertilizers, MetroMix growing media and pesticide products for professional nursery growers.
- Gardens Business Unit products included Miracle-Gro® water soluble fertilizers, liquid fertilizers, potting soils, soil ammendments and herbicides.
- Business unit strategic planning, project portfolio management, resource allocation, technology development, marketplace dynamics, competitive tracking and business unit innovation.

November 2002 to Feb 2005

Senior Scientist, Field Biology Department, R&D Division, The Scotts Company, Marysville, Ohio

- Significantly improved Osmocote product line performance and consistency
- Gained Osmocote operational savings by simplifying production procedure.
- Developed superior controlled release fertilizer quality assurance technique.
- Spearheaded and supported commercialization of new Gardens Business Unit products and restages:
 - Miracle-Gro Effervescent Tablets
 - Osmocote
 - Miracle-Gro Shake 'N Feed
 - Miracle-Gro All-Purpose Liquid
 - Miracle-Gro Weed Preventer.

February 1990 to October 2002

Lawn and Garden Specialist, L.L. Olds Garden Center, C&P Garden Center, Madison, Wisconsin

- Provided customer assistance with lawn and gardening needs.

May 1978 to January 1982

BRIAN A. BIRRENKOTT

(Continued)

EDUCATION

Ph.D. - Horticulture

University of Wisconsin-Madison

December 1989

M.S. - Horticulture

University of Wisconsin-Madison

December 1986

B.S. - Soil Science

University of Wisconsin-Madison

December 1984

PRESENTATIONS **Slow release fertilizers for container production.**

The Ohio State University Nursery Short Course. January 1999

Scotts leach collection system for tracking CRFs in containers.

Oregon State University Nursery Growers Nutrition Short Course. June 1998

The use of various fertilizers in nursery production.

51st Annual Pennsylvania Nurserymen & Allied Industries Conference. Feb. 1996

The use of various fertilizers in the landscape.

51st Annual Pennsylvania Nurserymen & Allied Industries Conference. Feb. 1996

AWARDS

John A. Long Excellence in Research Award, Scotts Research & Development Awards Banquet, January 1997. Scotts highest R&D honor to acknowledge outstanding contributions in controlled release fertilizer development.

Research Innovation Award, Scotts Research & Development Awards Banquet February 1996. The Release Mechanism of Various Controlled Release Fertilizer Technologies Using Single Particle Analysis.

Outstanding Scientific Achievement, Scotts Research & Development Awards Banquet, January 1994. The Development of a Quality Assurance Technique for the ScottKote Fertilizer Coating Technology.