

## **COTTON USA LAM WCD 2020**

09.16.2020

### **Speakers' bio:**

Bruce Atherley:

Source:

[https://sourcingusasummit.com/pages/Speakers#:~:text=Bruce%20Atherley%20has%20served%20as,Council%20of%20America%20\(NCC\).&text=Atherley%20has%20a%20long%20and,in%20global%20marketing%20and%20management.](https://sourcingusasummit.com/pages/Speakers#:~:text=Bruce%20Atherley%20has%20served%20as,Council%20of%20America%20(NCC).&text=Atherley%20has%20a%20long%20and,in%20global%20marketing%20and%20management.)



Executive Director, Cotton Council International

Bruce Atherley has served as Executive Director of Cotton Council International (CCI) since October 1, 2015.

CCI is the export promotions arm of the National Cotton Council of America (NCC). Headquartered in Washington, DC, and with a reach extending to more than 50 countries through 17 offices worldwide, CCI uses trade services and consumer promotion activities to increase exports of U.S. cotton fiber, manufactured cotton goods and cottonseed in Asia, Europe, Africa, and Central and South America.

Mr. Atherley has a long and successful track record in global marketing and management. He previously served as Vice President, Global Marketing for Kao, Inc., a Tokyo-based global manufacturer of personal care and household products. He also worked for the William Wrigley Jr. Company, serving as its Vice President of North American Confections Marketing, President and General Manager of Wrigley Canada and Managing Director, Global Branding Services. Prior to Wrigley, he served as Vice President of Retail Marketing for the H.J. Heinz Company, President and CEO of Pet Life, Inc., Marketing Director, Black and Decker and Product Manager, Cheerios for General Mills Inc.

Mr. Atherley earned a B.S. in Accounting from Bucknell University where he graduated cum laude, and an MBA from the University of Virginia's Darden School of Business Administration.

Kai Hughes

Source:

<https://www.cottongrower.com/cotton-news/kai-hughes-named-icac-executive-director/>



Executive Director, International Cotton Advisory Committee (ICAC)

Kai Hughes was appointed the 7<sup>th</sup> Executive Director of the International Cotton Advisory Committee (ICAC) by its member governments in September 2017.

Headquartered in Washington, DC, ICAC is the inter governmental body representing cotton and cotton textiles. The organization's mission is to serve the cotton and textile community through promotion, knowledge sharing, innovation, partnerships and providing a forum for discussion of cotton issues of international significance.

Since 2017, Kai has overseen extensive change within the organization. In addition to its normal activities, including providing independent statistics and information, the ICAC has developed an increased emphasis on cotton research and innovation through its projects and programmes designed to increase cotton yields in developing countries particularly in Asia and Africa and has also promoted greater links with the Private Sector to better inform government policy.

Kai has had an eclectic career before joining cotton having served as a Military Officer in the Royal Navy and Fleet Air Arm, worked in the Ministry of Defence, and was Director of Administration, Legal Services and Governance at the UK's largest university before becoming the Managing Director of the International Cotton Association for 10 years. He has a Masters degree in Business Administration (MBA), and a BA (Hons) in Psychology and in his spare time enjoys sailing and is a keen bee keeper.

Jaime Flores



Senior Director, Supply Chain Marketing, Latin America, Cotton Incorporated (CI)

He has focused his professional career around innovation and business development. His previous responsibilities led him to lead the first private textile technology center in Latin America when he worked for Cydsa, a large Mexican conglomerate. Also he was in management positions in areas of quality and product development.

Jaime Flores has two Master degrees, one in Textile Engineering from the University of Philadelphia. The second in Administration and Finance, from the Universidad del Valle de Mexico. He also holds a degree in Chemical Engineering from the University of Guadalajara, Mexico with specialization in polymers.

Dr. Jesse Daystar

Source: <https://www.cottoninc.com/biographies/jesse-daystar/>



Chief Sustainability Officer, Cotton Incorporated

Dr. Jesse Daystar is the Chief Sustainability Officer and Vice President of Sustainability at Cotton Incorporated. In his role, he engages with all levels of the supply chain, from farm to fashion, helping create systemic change towards more sustainable production systems through science-based research. He believes that industry changes built on a strong backbone of data generated tools, such as life cycle assessment, ensures sustainability is balanced with economic viability and avoid unintended environmental consequences.

Daystar joined Cotton Incorporated in the newly created position in 2017 after serving as sustainability consultant with the organization for two years. Prior to his work with the organization, Daystar was the Assistant Director of the Center for Sustainability and Commerce at Duke University where he directed sustainability research for apparel, energy, bioproduct,



and other industry sectors. He earned his two Bachelor of Science Degrees in Chemical Engineering and Pulp and Paper Engineering, a Master of Science Degree and a Ph.D. in Forest Biomaterials at North Carolina State University. Daystar is also an Adjunct Professor at Duke University Nicholas School of the Environment.

Dr. Gary Adams

Source: <https://www.cotton.org/news/meetings/2015annual/nccstaff.cfm>



President, National Cotton Council

Dr. Gary Adams was elected as the National Cotton Council (NCC) President in 2015. He served as the National Cotton Council's (NCC) vice president of Economics and Policy Analysis since 2002. He also serves as President, U.S. Cotton Trust Protocol.

In his role, Dr. Adams plays a pivotal role in guiding the industry's seven segments to reach consensus on critical policies affecting U.S. cotton - with the overall mission of helping each of the U.S. cotton industry's seven segments compete effectively and profitably in global markets.

Prior to joining the NCC, Dr. Adams was a research assistant professor in the Department of Agricultural Economics at the University of Missouri. During his 13-year tenure at the university, his primary responsibilities included policy analysis and market outlook for the Food and Agricultural Policy Research Institute.

Adams holds B.S. and M.A. degrees in Applied Mathematics from the University of Alabama and a Ph.D. in Agricultural Economics from the University of Missouri.

Mr. Ricardo Lozano



Minister of Environment & Sustainable Development  
Republica de Colombia

Geologist and Journalist. Minister of Environment and Sustainable Development of Colombia since August 2018, International Expert on Climate Change and Sustainable Development, Geologist, specialized in media and journalism. Recently, he was elected for two years, as President of the Regional Coalition of Circular Economy.

With nearly 19 years of experience in institutions of the public and private sectors as well as non-governmental organizations, whose work has helped shape his country's environmental policy and institutions, by means of raising the public awareness on environmental issues in the public awareness and in the political agenda. By taking part in policy formulation and by helping acquire funds from both the national government and international cooperation.

Creator of the National Climate Congress with support from Colombia's Ministry of the Environment, the United Nations Organization- UN and World Wildlife Fund - WWF, that in 2013 celebrated its fourth edition.