

Leadership



Germa Kieser

Title: Marketing Category Leader

Professional Background

Germa Kieser is the Marketing Category Leader for Pioneer Hi-Bred SA, the flagship seed brand of Corteva Agriscience.

As a seasoned marketer and customer service specialist, her current focus is on identifying value-add opportunities for Pioneer Hi-Bred SA within the local seed market in South Africa.

Her ultimate aim is to optimize sector growth and complement Pioneer's long-term and cross-functional crop product strategy.

Her areas of expertise comprise of external and digital communications; CRM and database management; market analysis; strategic customer advisory; and analytics for various industries.

Germa earned her Bachelor Degree in Business communications from the North-West University in Potchef.