

Christopher Green
Senova Limited, United Kingdom

As a lateral thinking Irishman Chris has always like to challenge convention which now suits his key role as a business and market consultant.

Following 8 years as Marketing Manager for an international grain company he ventured into plant breeding through Arthur Guinness the brewing giant and established Semundo Limited at Cambridge, England. 25 years later, he led a management buyout of this company and subsequently formed Senova Ltd, now an independent family owned business.

Inspired by the excitement of driving change, Chris' extensive knowledge base is now harnessed in a wider business environment. As a marketing strategist and visionary, he has been at the forefront in many new markets including bio energy and high value agricultural co-products.

Chris is a fellow of the Chartered Institute of Marketing and a member of the Institute of Directors, immediate past Chairman of British Society of Plant Breeders, member of guild of agricultural journalists and Intellectual Property committee member of ISF. He holds a number of corporate directorships including Senova Ltd and BSPB Ltd.