



LUÍS FELLI

SENIOR VICE PRESIDENT AND GENERAL MANAGER, SOUTH AMERICA

Luís Felli is **Senior Vice President and General Manager, South America**. Joining AGCO in 2018, he has direct accountability for South America's strategy development, execution, operations and results. Mr. Felli is based in Jundiaí, São Paulo, Brazil.

Mr. Felli has extensive experience in multinational and national companies, having worked in the agrochemical, petrochemical, sugar and ethanol, and cellulose industries with profit-and-loss responsibility and proven results, as well as a strong focus on supply chain, sales and marketing. He also has significant understanding of agricultural practices and products gained from his experience in running a large family soy farming operation in Brazil's state of Maranhão.

His career spans over 30 years with a background in strategy design and implementation, increasing revenues and profitability while leading turnaround programs resulting in significant revenue growth. Prior to AGCO, he was General Director to Unipar Indupa Brasil & Argentina. Previous experience includes Executive Vice President for Braskem, Operations Vice President for Atvos and Chief Operations Officer for Eldorado Brasil Celulose. He began his career at FMC Agricultural Products as Sales Representative and was promoted to Sales and Marketing Director. For five of his more than 15 years with FMC, he lived and worked in the United States and had responsibility for North America Marketing Intelligence and Herbicides Global Business.

Mr. Felli is an Engineer graduated from Luiz de Queiroz College of Agriculture - University of São Paulo, Brasil (ESALQ USP, SP, Brasil), and has master's degree in Business Management from Columbia University in New York.