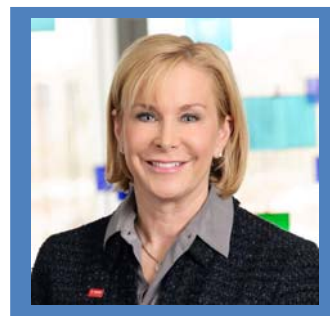


# Executive Profile

## Robin C. Rotenberg

*Vice President, Corporate Communications*  
*Chief Communication Officer*  
BASF Corporation



Robin C. Rotenberg, BASF Corporation's Vice President, Corporate Communications and Chief Communications Officer, leads all strategic and tactical elements of BASF's internal and external communications in North America. In her current role, which she assumed on February 1, 2009, she is responsible for media relations, marketing communications, advertising, executive communications, community relations, employee communications, trade shows and special events, and brand management.

Prior to her current position, Ms. Rotenberg served as President of BASF Canada, a position she had held since April of 2005. In this role, she was responsible for all BASF businesses in Canada, including Agricultural Products and Nutrition, Chemicals, Performance Products and Plastics. In addition, Ms. Rotenberg had responsibility for the management of BASF Canada's internal services including Communications, Legal, Human Resources, Finance and Logistics.

Prior to her tenure as President, Ms. Rotenberg was BASF Canada's General Counsel and Corporate Secretary, with responsibility for Communications, Legal, Insurance, and Real Estate issues.

Ms. Rotenberg earned a Juris Doctor from the University of Western Ontario and was subsequently called to the Ontario Bar in 1987. She holds a Bachelor of Arts degree in Political Studies and a Bachelor of Education degree from Queen's University, Kingston, Ontario.

In 2012, Ms. Rotenberg and her department received PRSA's Pyramid Award, Best Special Program category, for the development and implementation of BASF's science education programs throughout North America.

A native of Toronto, Ms. Rotenberg lives in northern New Jersey with her husband, three perplexing members of Generation Y and a pampered dog.

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