



## ASHOK MISHRA

Senior Director of Global Sales and Technical Services  
Cargill HemiForce™ Enhanced Fiber Additives  
Cedar Rapids, Iowa

Ashok Mishra serves as senior director of global sales and technical services for HemiForce™ enhanced fiber additives. Developed as part of Cargill's Emerging Business Accelerator, HemiForce™ enhanced fiber additives are designed to increase the strength of various paper and paperboard products including tissue and towel products while lowering manufacturing costs.

Mishra is responsible for developing and implementing worldwide sales and marketing plans, technical service programs and customer trials for HemiForce™ enhanced fiber additives.

He has a long history of sales and technology experience in the paper industry, starting his career in 1977 as a paper mill management trainee at Star Paper Mills, Inc. in Saharanpur, U.P., India. Mishra went on to hold a number of leadership roles in research and development, technical services, technology transfer and business development for companies including Tate & Lyle PLC and Corn Products International, Inc. In 2006, he joined Cargill as a paper specialist for Industrial Starch North America before accepting his current position in 2008.

Mishra holds an M.B.A. from Winthrop University in Rock Hill, S.C. and an M.S. in paper science from Western Michigan University in Kalamazoo, Mich. He received his bachelor's degree in physics, chemistry and mathematics from Avadh University and Diploma in Pulp and Paper Technology from IIT (Roorkee) in India.