

SPEAKERS

Kim Atkins

*Vice President,
Public Affairs and Policy
Laura Wood Petersen Consulting*

For 16 years, Kim Atkin's work with the U.S. Grains Council (USGC) in Washington, D.C., was focused on identifying and implementing strategies and programs that increased farmer profitability through exports and breaking down barriers to free and open trade. In the last seven years at the USGC, Kim led strategic outreach to key stakeholders – both private industry and government – in her executive role there. She has also worked with the National Association of Wheat Growers and for U.S. Senator Max Baucus. Kim received her bachelor's degree from the University of Montana in political science with an emphasis in American politics and public law, and a minor in communication studies. Born and raised on a Montana grain farm near the Canadian border, Kim's passion for agriculture and its intersection with policy started at an early age. In her current role, Kim is motivated to create opportunities for U.S. agriculture and collaborates with clients to find modern and innovative solutions to the challenges faced by U.S. farmers and the agricultural industry. She resides in Northern Virginia with her husband and two sons, and enjoys running, hiking and local wineries and breweries.



Sharon Bomer Lauritsen

*AgTrade Strategies Founder and APC consultant,
former Assistant U.S. Trade
Representative*

Since 2020, Sharon has served as APC's consultant on tariff and non-tariff trade issues important to the U.S. peanut industry. She retired from the U.S. government in 2020 with 29 years of experience, most recently as the Assistant U.S. Trade Representative for Agricultural Affairs and Commodity Policy, Office of the U.S. Trade Representative (USTR), Executive Office the President. This is the top career staff position at USTR focused on agricultural issues.



Sharon served at USTR for 15 years leading agriculture trade negotiations for the United States, including with Canada, China, the European Union, India, Japan, Mexico, South Korea, and at the World Trade Organization. She also worked for the U.S. Department of Agriculture, Agricultural Marketing Service, for 10 years in senior management positions, and five years leading the agriculture section of the Biotechnology Innovation Organization. She started her career in government relations for the United Fresh Produce Association.

Nicole Massey

*Vice President,
Consumer Foods Marketing
The J.M. Smucker Company*

Nicole is an experienced brand builder, innovator, and business strategist with over 20 years of CPG and management consulting experience. As Vice President, Marketing for Consumer Foods at The J.M. Smucker Company (JMS) she leads marketing and brand strategy for iconic, trusted and category-leading brands including Smucker's, Uncrustables, Jif, Adam's, Laura Scudder's, Santa Cruz Organic and Sahale Snacks. Her favorite peanut butter is Jif Crunchy. Previously Nicole served in leadership positions across Brand, Innovation and Sales at JMS, Big Heart Pet Brands, and Del Monte Foods after starting her career at The Boston Consulting Group. Nicole currently sits on the Board of Directors of Numi Tea. Nicole has an MBA from the Haas School of Business at U.C. Berkeley and a B.A. from Claremont McKenna College. She lives in the Bay Area and enjoys watching her sons play baseball, and fishing in the Eastern Sierra Nevada Mountains.

