

Ms. Meike Fischer



Ms. Meike Fischer is the Global Asset Management Lead for Insecticides based out of Monheim, Germany responsible for the mid- and long-term strategy of our insecticide pest management portfolio. Prior to accepting this role, she was the Head of Global Regulatory Affairs Insecticides responsible for the development and implementation of regulatory strategies for all global insecticide assets.

Ms. Meike has been with Bayer since 2001 in a series of roles across multiple locations, functions, divisions and countries. She started her career with a fast-track management program in Bayer followed by a product manager role with Bayer Animal Health in the UK. In 2008, she became a Global Brand Manager out of Germany. She joined Bayer's global Pharma marketing organization as a Deputy Director in Global Marketing Communications based out of Pittsburgh, US in 2012. In 2015, Meike moved back to Germany to rejoin the Animal Health organization as the Global Brand Lead for Advantix and Advantage.

Meike joined Crop Science in 2017 as the Strategy Lead for SeedGrowth while also holding responsibility for corn as a segment manager.

Ms. Meike has a Bachelor's degree in Business Administration from the University of Applied Sciences, Essen and an MBA from the University of Pittsburgh.