

Meet Chris Simons



Chris Simons has spent more than 20 years at Cargill, including tenure as vice-president of the Sweeteners division, overseeing seven product lines with more than \$2 billion in annual revenue. He began his career with the German grocery retailer Aldi.

As quoted by Bill Smith, retired CEO and president of National Sugar Marketing, “Over nearly two decades, Chris has built an impressive track record of strategic, operational and commercial accomplishments. He has proven to be a successful and trusted leader and brings to this position (as new CEO of N.S.M.) a strong reputation for developing people and inspiring teams. His wealth of experience across a global system will be a valuable asset as N.S.M. continues to grow and improve how we serve our members and customers... We’ve grown N.S.M. into one of the preeminent sugar marketing firms in the nation, and I’m excited to see Chris continue to build on this momentum.”

Under Mr. Smith’s leadership, N.S.M.’s gross sales have reached about \$1.4 billion, with more than 500 customers in over 40 states. He also recently directed N.S.M.’s consolidation and move to its new headquarters in Atlanta.

N.S.M. is a marketing alliance of The Amalgamated Sugar Company L.L.C., based in Boise, Idaho; Southern Minnesota Beet Sugar Cooperative, based in Renville, Minn.; and Sucden Americas Corp., based in Miami.