

Dhruva new SVP, Polyurethanes, Asia Pacific, BASF

Effective 1 August 2012, Dr. Ramkumar Dhruva has been appointed as Senior Vice President (SVP) of BASF's Polyurethanes business in the Asia Pacific region. He succeeds Dr. Melanie Maas-Brunner, who will return to BASF SE in Ludwigshafen, Germany, as Senior Vice President, Engineering Plastics Europe, effective 1 November 2012.

Dhruva started his career in BASF's polymer research laboratory in Ludwigshafen in 1996. After holding several positions at the company in Ludwigshafen and India, he was appointed Chief Executive of BASF Coatings India (Pvt.) Ltd. in 2005. Most recently, Dhruva was Vice President of BASF's Coatings business in the Asia Pacific region, a role he has held since 2008.

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