



**Christian C. MacIver, General Manager, Pine Chemicals
MWV Specialty Chemicals Division**



Christian MacIver leads the MWV Specialty Chemicals division pine chemicals organization and supports business efficiencies efforts for the pine chemicals organizations including adhesives, publication inks, synthetic rubber, paper chemicals, lignin dispersants, and merchant Tall Oil Fatty Acid (TOFA). With oversight of sales exceeding half of the Specialty Chemicals Division annual revenue, Christian focuses on optimizing the pine chemicals product mix to capture the full value of Operational Excellence efforts, establish pricing strategies to realize the long term value of our products and innovations in the market, and, prioritize and balance constrained raw materials with the long term needs of existing pine chemicals customers. Additionally, she collaborates with the asphalt and oilfield market segment leaders to identify and grow internal capacity and technical requirements.

Prior to her role as general manager, Christian held the role of business director where she led efforts across the chemical business to capture increased margins and improve return on assets through business and operational efficiencies. She has led cross-business initiatives to strengthen the organization and business as a successful Operational Excellence implementation team leader, led recruiting efforts, and been a champion of the MWV Women's Network.

Christian served as national sales manager from 2005 to 2007 for the Specialty Chemicals Division's Pine Chemicals business. In this role, Christian provided leadership and support to Pine Chemicals' U.S. sales team and focused on leveraging MWV's sales efforts across all business segments. Christian helped to champion the Creating Client Value program, an initiative designed to enhance our customer interactions.

As a new products manager for the asphalt innovation business team (2000 to 2005), Christian coordinated product development and commercialization efforts tied to strategic customer partners. Additionally, she developed and rolled out an integrated branding initiative for the Asphalt Innovations business.

In 1995, Christian joined Westvaco Corporation as a sales representative trainee in the Oleochemicals Department. In 1996, she joined the Polychemicals Department as a sales representative with responsibility for the Southwest territory. She was promoted to territory manager in 1998.

Christian is a graduate of the University of Virginia with a B.S. in Chemical Engineering. She is married to Jonathan MacIver and together they have two children, Cayman and Carly.