



Press Release

For Immediate Release

H.J. Baker Promotes COO Luis Masroua to President

THE WOODLANDS, Texas – (August 1, 2022) – H.J. Baker & Bros., LLC is pleased to announce the promotion of Luis Masroua to President and Chief Operating Officer.

“Luis has been a great asset to H.J. Baker since joining us,” said CEO Christopher Smith. “I know that with his years of international business experience he will be an excellent leader for the company moving forward.”

Since joining H.J. Baker in May of 2018 as COO, Masroua has been at the helm of many significant changes for the company, including the sale of the company’s Brazilian Animal Health and Nutrition business and the purchase of Oxbow Sulphur in 2019.

“It is a great honor to be named President of H.J. Baker. I’m looking forward to helping the company progress into the future,” Masroua said. “This is a historic company. I aim to continue its legacy of excellence for our customers and suppliers, as well as our many excellent employees.”

Masroua came to H.J. Baker after two decades working at Cargill. While there, he headed several business units including roles as Managing Director of Cargill Animal Nutrition in Russia, Managing Director of Agribands Purina in Venezuela and Peru, and Aquaculture Business Development Manager in San Pedro, Honduras. He graduated from a joint degree program in 1998 with a Master of Business Administration from the Weatherhead School of Management and a Master of International Management from the Thunderbird American Graduate School of International Management.

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H.J. Baker has been a global manufacturer and supplier of sulphur and agricultural goods and services for over 170 years. The company's strategically located processing plants, offices, and warehouses create a super-efficient pipeline for the vital commodities and products that it sources, manufactures, and markets. H.J. Baker is headquartered in Shelton, Connecticut, USA.

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