

BASF Corporation Executive Profile



Brad Morrison
Senior Vice President and General Manager
Freeport site

Brad Morrison is the Senior Vice President of the BASF site in Freeport, Texas. Brad holds a Ph.D. in Physical Chemistry from the University of Sydney.

He joined BASF in 1993 working in the Post Doctorate program at the Polymer Research Laboratories in Ludwigshafen, Germany. Since then, he has worked at diversified positions in research, marketing, business, site management, product and supply chain management in Europe, Australia and Asia.

As Senior Vice President, Brad is currently responsible for the BASF site in Freeport, Texas, one of the corporation's largest North American manufacturing locations. In this role, he oversees the daily operations of 26 plants that manufacture 25 different products. In his previous role Brad was the Senior Vice President for Operations & Site Management for Greater China.