



Casper Niesink

Global Solutions & Services Director at Trouw Nutrition

Global Solutions & Services (GSS) at Trouw Nutrition help farmers, feed mills, integrators, and consultants in their daily work by supporting their decision-making for optimal animal performance and business success.

Casper Niesink is leading a team towards developing global digital solutions, services and platforms. In this role, Niesink and team will generate new revenue, protect market positions, capture more data, and create cost efficiencies. With his experience coupled with world-leading R&D, Niesink is creating the digital foundation to become a more attractive data partner for the industry by improving the digital journey for both Trouw Nutrition and customers.

Niesink joined Trouw Nutrition in April 2020 as the Global Director NutriOpt. For the past 15 years, he has been active in the agriculture industry with the key task of transforming traditional print publishing into a digital, data-based business platforms with analytics. Niesink has worked for Proagrica and Reed Business Information, both global providers of information-based analytics and decision tools for agri professionals.

For his digital media work, Niesink has been up for several awards. He was shortlisted for the Mediafacts Media Leadership Award 2016 and won various prizes for best business information provider in The Netherlands (2017), Direct Digital Marketing Campaign of the Year in the UK (2018) and Website of the Year in the UK in 2018.