

Steve Patterson
Senior Vice President, Marketing, Communications and Government Affairs
Southern States Cooperative



Bio

Steve hails from Ashland, Kentucky and spent twenty-five years there before moving to the east coast, specifically Roanoke, Raleigh, NC and Richmond, Virginia. He holds an undergraduate degree in Agronomy from the University of Kentucky and an Executive MBA from Virginia Commonwealth University in Richmond, Va. His experience includes 35 years in the business world in various aspects, ranging from Agronomy specialist, wholesale and retail operations, marketing, sales, information systems, and senior management.

Steve has served as Senior Vice President of Marketing, Communications and Government Affairs for Southern States Cooperative since September of 2001 and was part of the management team that led SS through some of the “tough years” many agribusiness firms have been through in the past decade.

Steve is also a Member of the National Speaker’s Association – Va. Chapter, and has earned numerous certifications in agriculture, including the American Society of Agronomy’s Certified Crop Advisor and Professional Agronomist as well as Nutrient Management Consultant (Maryland/Virginia). In the mid 1990’s he helped pioneer the use of precision agriculture technology, which now spans over one million acres in the 10 state territory, much of which is in the coastal plain of Maryland, Virginia and North Carolina.

Steve serves on the Board of the Washington, DC based Agricultural Retailer’s Association, the Government Affairs committee of the National Council of Cooperatives, and the Board of Directors of the Virginia Agribusiness Association.

He has been published as a marketing professional in the “Inside the Mind” business series and has published his own personal development book, “Steve Patterson’s Street Smarts for Success: A Step-by-Step Guide.”

His family consists of his wife of 36 years, Mary, daughter Amanda, a graduate of Duke University, and son David, a graduate of Regent University in Virginia Beach, Virginia.

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