



SIMON REEVES, ECTA Past President, Syngenta International AG, CH

After obtaining a Law Degree from Birmingham University in the UK, Simon specialised in Intellectual Property, joining Withers & Rogers, Patent & Trade Mark Agents, in 1987. In 1989, he moved into the commercial sector with Unilever PLC as a Trade Marks Manager in their International Trade Marks Department, based in Blackfriars, London.

In 1993, he moved out of London to join the alcoholic beverage Company Allied Domecq PLC in Bristol and became Head of the Group Trade Marks Department in 1995.

After ten and a half years with Allied Domecq, Simon moved to the Pharmaceutical sector in 2004 with AstraZeneca as Director of Trade Marks based at Alderley Park, Cheshire.

In 2010 Simon relocated to Basel, Switzerland to head up Syngenta's Trademark Department . Syngenta is a global seeds and agrochemical company.

Simon is a qualified barrister and is also a qualified member of ITMA by examination. He spent 4 years as a Council Member of ITMA.

He is a past President of ECTA (the European Community Trade Mark Association).

He is also a member of the following Associations: MARQUES, INTA, TMPDF and AIM.