

PRESS RELEASE

For Immediate Release

BASF Corporation Senior Vice President, Petrochemicals North America, Named 2017 STEP Ahead Chairwoman

The Manufacturing Institute Names Heidi Alderman STEP Ahead Chairwoman for 2017.

WASHINGTON, April 22, 2016: Today, The Manufacturing Institute named Heidi Alderman, BASF's Senior Vice President of Petrochemicals North America, the 2017 STEP Ahead Chairwoman.

"Previously serving as our STEP Ahead Vice Chairwoman, Heidi will step into this new role with ease. We are extremely excited and privileged to be able to continue working with her towards the fifth year anniversary of STEP Ahead," said Jennifer McNelly, executive director, The Manufacturing Institute.

The Women in Manufacturing STEP (Science, Technology, Engineering and Production) Ahead Awards honor women who have demonstrated excellence and leadership in their careers and represent all levels of the manufacturing industry, from the factory-floor to the C suite. The STEP Ahead Awards program highlights each honoree's story, including their leadership and accomplishments in manufacturing. The chosen women are asked to make a [pledge](#) to help advance women in manufacturing and promote the importance of a diverse workforce. Through this pledge, women commit to advocating for the manufacturing industry, mentoring young women, engaging employees resource groups to generate ideas and share best practices, promoting personal development, and leading as an ambassador for manufacturing education.

"My role and involvement with STEP Ahead gives me a chance to do something that I care deeply about – paying it forward to women entering manufacturing, and paying it back to the women who have made the path easier," said Alderman. "We must work together to create a manufacturing community that attracts and retains the best talent and develops the next generation of women manufacturing leaders."

Alderman served on the advisory committee for the development of The Manufacturing Institute's new toolkit, [LEAD: Becoming an Impactful Voice to the Next Generation of Talent](#).

The toolkit is designed for women in manufacturing to reach the next generation of talent by being ambassadors for the industry. The LEAD toolkit provides everything women need to begin engaging with female students and other young women in their region who will be entering the workforce. Other advisory committee members include representatives from APICS, Ingersoll Rand, Alcoa, Caterpillar Inc., Sandvik Coromant, ALOM, Harley-Davidson Motor Company, Jabil, Noven Pharmaceuticals Inc., Coverstro, GLOBALFOUNDRIES, Driv-Lok, Inc. and Baldor Electric Company.

An executive with 25+ years of experience in the chemical industry, Alderman joined BASF in February 2003 as a Business Director where she was accountable for the Dispersions business in Charlotte, NC. She was subsequently promoted to Vice President when the Paper Chemicals business was added to her responsibilities.

In January 2008, Alderman became BASF's Senior Vice President of Procurement in North America in Florham Park, NJ.

In March 2011, Alderman was named Senior Vice President of Petrochemicals in North America and relocated to Houston, TX.

[Read more about Heidi Alderman.](#)

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About The Manufacturing Institute

The Manufacturing Institute (the Institute) is the 501(c)(3) affiliate of the National Association of Manufacturers. As a non-partisan organization, the Institute is committed to delivering leading-edge information and services to the nation's manufacturers. The Institute is the authority on the attraction, qualification and development of world-class manufacturing talent. For more information, please visit www.themanufacturinginstitute.org.