

Veronica Braker  
Vice President, Operations  
Performance Materials North America  
BASF

Leading more than 600 associates across 18 operating facilities and six technologies, Veronica serves as Vice President of Operations for BASF's Performance Materials division in North America. Throughout her 25-year career, she's gained experience in process and project engineering, quality, supply chain and operations leadership.

As a certified Six Sigma Black Belt and Master Black Belt, Veronica's deep understanding of Operational Excellence and lean principles have resulted in significant, measurable improvements in productivity and quality savings. From an external customer perspective, her improvements demonstrate clear achievement and focus on keeping the promises made through reliability in safety, quality, on-time delivery and competitive operations. In addition to leading her team to a 50 percent reduction in safety incidents, she's developed a highly-engaged work group that has delivered a sustainable track record and future roadmap of improvements.

She launched a three-year career development program for BASF North America females to improve the representation of women in manufacturing and technical roles, also championing various other safety and industry initiatives. As an active member of several fully-inclusive employee resource groups and organizations, she rigorously participates on panels at national conferences for entities such as The Society of Women Engineers and the National Society of Black Engineers, among others.

As an active mentor, Veronica is passionate about helping others find success and works closely with team members and individuals throughout various stages of their lives and careers. She's passionate about manufacturing and takes every opportunity to instill that passion in those around her.

Veronica is also devoted to serving her community by volunteering with organizations such as Forgotten Harvest, Capuchin Soup Kitchen, The Guidance Center and Life Remodeled—the largest volunteer effort for BASF in Michigan. She is passionate about advocating careers in STEM outside of her own profession, and actively participates in Science Days for elementary and middle school students to further their interest in these vital industries.



