



# STRATEGY & OUTLOOK FOR THE GLOBAL CHEMICALS INDUSTRY IN 2025





# Introduction

In a rapidly evolving post-pandemic landscape, ensuring stability and fostering growth in the supply chain and chemical industries have become critical priorities for 2025. These sectors face unprecedented challenges, from navigating global disruptions and regulatory shifts to addressing sustainability goals and the pressures of digital transformation. Leaders are now focusing on enhancing resilience, streamlining operations, and adopting innovative technologies to meet the demands of a changing market.

At the same time, there is a growing emphasis on collaboration, risk management, and sustainable practices, as organisations aim to secure long-term competitiveness and create value in an increasingly interconnected global economy. To better understand the strategies shaping the future of these industries, we interviewed three leaders from across the sector to gauge their outlook and plans for the year ahead.

# About the Contributors



## **PRIYANK SHAH**

*Former Global Business Leader - Renewables and Oil & Gas*

Priyank Shah holds a degree in Accounting and Business / Management from the University of Mumbai and an MBA from the China Europe International Business School. With over a decade of experience, he has led impressive growth projects in the renewables space. Priyank specialises in strategic planning, market analysis, and sales management, and has worked with global CEOs to optimise working capital and build strong, trust-based relationships.

## **TOWNER MAGILL**

*Commercial Director, Key Accounts - North America*

Towner Magill, an Economics graduate from the University of Georgia, has been with Brenntag for over a decade, progressively advancing through various roles. He is a member of the Alliance for Chemical Distribution Emerging Leaders Class of 2023 and serves on the Women in Chemicals Ally Advisory Board, with his term concluding in December 2026. Towner is dedicated to driving leadership and promoting inclusivity in the chemical distribution industry.



## **DIETMAR JOST**

*President of the Group Management Board, Executive Director*

Dietmar Jost is the President and Executive Director of KANSAI HELIOS Group, having been with the company since 2008. He initially joined as a member of the management board before advancing to his current leadership role. Dietmar is currently pursuing an Executive MBA at the IESE Business School to further enhance his strategic and leadership skills. With extensive experience in the coatings industry, he continues to lead KANSAI HELIOS through growth and innovation.



# Strategies for Building Stability in 2025

*What are some strategies for establishing stability in 2025, given the recent disruptions in global demand and supply chains?*

“Recent events have exposed the fragility of supply chains, underscoring the need for proactive management and formalised agreements. Fully understanding supplier and customer commitments on critical raw materials and establishing clear expectations strengthens resilience and prepares businesses for future disruptions.”

## TOWNER MAGILL

*Commercial Director, Key Accounts  
- North America*

- Resilience:** Focus on robust sourcing strategies and strong partnerships to manage cost fluctuations and maintain agility.
- Customer Relationships:** Stay attuned to customer needs and adapt to demand shifts to enhance satisfaction and business stability.
- Digital Solutions:** Adopt technology for supply and demand forecasting to streamline processes, improve decision-making, and proactively address disruptions.
- Foundation for Stability:** Combine these strategies to create a resilient framework for navigating dynamic environments.

## PRIYANK SHAH

*Former Global Business Leader -  
Renewables and Oil & Gas*



“Stability in 2025 will rely on adaptability, operational excellence, and customer-centricity. At KANSAI HELIOS, we focus on resilient supply chains, digital innovation, and ESG principles to ensure efficiency, meet evolving customer needs, and foster trust for sustainable success.”

## DIETMAR JOST

*President of the Group  
Management Board, Executive  
Director*

# Growth Strategies for 2025

*What growth strategies do you see emerging in the market for 2025?*

## TOWNER MAGILL

*Commercial Director, Key Accounts - North America*

**Digital Transformation:** The shift toward digital solutions is becoming essential, not just a competitive edge, especially in industries like chemicals.

**Customer Demand:** More customers are seeking efficient, seamless digital experiences.

**Operational Efficiency:** Digital tools can streamline processes, improve transparency, and help businesses maintain service quality despite resource constraints.

**Growth Opportunities:** Embracing a digital-first approach allows companies to capitalise on growth, improve customer satisfaction, and position themselves for sustainable success.

## DIETMAR JOST

*President of the Group Management Board, Executive Director*


**Strategic Acquisitions:** Acquisitions help expand market presence and product offerings.

**Innovation Focus:** Continued investment in R&D, with an emphasis on sustainable and eco-friendly solutions.

**Digital Transformation:** Using AI-driven analytics to optimise operations, identify trends, and improve efficiency.

**Collaborative Efforts:** Partnerships with industry leaders and research institutions to co-develop technologies.

**Talent Development:** Empowering the workforce with training to sustain competitive advantage.



*Success in driving growth lies in differentiation through specialised products, expanding in high-growth regions like Asia-Pacific, and building strong local partnerships to navigate regulatory complexities and establish meaningful market presence.*

## PRIYANK SHAH

*Former Global Business Leader - Renewables and Oil & Gas*

# Hiring for Stability and Growth

*How can hiring help companies achieve both stability and growth?*



**PRIYANK SHAH**  
*Former Global Business  
Leader - Renewables  
and Oil & Gas*

*Building teams that balance stability with innovation creates the foundation for sustainable growth and lasting success.*

- Hiring the right talent ensures stability by bringing in individuals skilled at navigating uncertainty and understanding local regulatory and competitive environments.
- Talent with specialised skills in areas like digital expertise, sustainability, and technical knowledge drives growth and innovation.
- A combination of a growth mindset, adaptability, and niche expertise fosters resilience, enabling teams to seize new opportunities and achieve long-term success.



*Hiring the right people who can adapt, think critically, and understand market nuances is essential for both stability and growth.*

- Companies need to hire individuals with strong critical thinking and adaptability to keep up with rapidly advancing technologies and industry changes.
- Hiring talent with the ability to understand and navigate complex market dynamics is crucial for connecting suppliers with end-users effectively.
- Employees who quickly grasp supply chain dynamics and customer needs become key assets in driving business success.



**TOWNER MAGILL**  
*Commercial Director, Key  
Accounts - North America*



**DIETMAR JOST**  
*President of the Group  
Management Board,  
Executive Director*



*By investing in development and strategically recruiting expertise, companies can build resilient teams ready for sustainable growth and stability.*

- Hiring the right talent ensures companies can address current needs while preparing for future challenges, providing a foundation for consistent performance.
- Bringing in specialists in areas like sustainability, health and safety, and digital transformation fosters innovation and helps companies adapt to changing market demands.
- A balanced approach of nurturing internal talent and recruiting external expertise positions companies to thrive in a competitive landscape.



**Hiring  
for  
Stability  
and  
Growth**



**Matt Harman**

*Head of Chemicals*

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*As we enter 2025, I see the chemicals industry at a critical juncture, where stability and growth will depend heavily on one key factor: people. Over the course of this interview series, I've had the privilege of hearing from some of the industry's brightest minds, and their insights have sharpened my own thoughts on what lies ahead.*

## STABILITY STARTS WITH LEADERSHIP

The pressures on the industry—geopolitical instability, supply chain complexities, and regulatory shifts—aren't going away. Stability, in my view, will require more than operational resilience; it will demand leaders with the ability to think ahead, adapt quickly, and inspire their teams to do the same. Companies that invest in their leadership teams, equipping them with both the skills and the mindset to navigate uncertainty, will be the ones that thrive.

## GROWTH DEMANDS VISION AND AGILITY

The drive for growth in 2025 will be shaped by sustainability, innovation, and the ability to pivot into new markets or technologies. But this growth doesn't happen in isolation—it's fuelled by people. The ability to identify and nurture leaders who can translate big ideas into actionable strategies will be essential. For me, the companies that stand out are those that put talent at the heart of their growth plans, seeing it as the enabler rather than a side note.

## HIRING IS THE CATALYST

If there's one thing I'm certain of, it's that hiring strategically will be a defining factor for success in 2025. It's not just about filling roles—it's about building teams that can stabilise businesses today while driving growth tomorrow. That's where executive search firms like Beaumont Bailey come in. Our job is to bring deep industry understanding, access to top-tier talent, and an unrelenting focus on cultural fit. It's about finding leaders who can make a genuine impact, not just tick boxes on a CV.

*Looking ahead, I believe the companies that prioritise their people—whether through hiring, development, or retention—will be the ones that rise above the challenges and seize the opportunities of 2025. For me, it's incredibly rewarding to play a part in shaping that future.*



# About the Author

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**MATT HARMAN**  
Head of Chemicals

Matt is a Principal Consultant at Beaumont Bailey, where he leads the Industrial Chemicals practice with a strategic focus on securing top-tier senior talent. With more than six years of executive search expertise, Matt expertly navigates the entire supply chain—from manufacturers to end users—across Europe and North America. Leveraging an extensive network within global chemical hubs, Matt delivers exceptional talent solutions across commercial, technical, manufacturing, and corporate functions. Recognised for his deep industry insight and strategic acumen, he is a trusted advisor committed to driving Beaumont Bailey’s mission of setting new standards of excellence in executive search.

