



Ruth Farrell

General Manager, Textiles

A success story written with passion, hard work and drive; Ruth Farrell has been named General Manager for Eastman's Textiles Business.

She is promoted to this position at Eastman, as of 1 April 2022, from her global marketing director role. Previously, a senior marketing leader at DuPont de Nemours, Ruth's industry experience spans across Food Ingredients and Fibers where she specialized in marketing and branding, developing new products, and creating new markets.

Her passion lies in sustainability, and she believes that partner collaboration in the textiles industry can deliver exciting innovations while improving environmental footprints. Her motto at Naia™ is to make sustainable fashion accessible to all.

"Ruth's passion and tireless energy for Naia™ has led to growth, strong value chain partnerships and increased brand awareness. It's with great pleasure that we promote Ruth, whose inspiring leadership has been recognized during her time at Eastman," said Burt Capel, President Fibers for Eastman.

Ruth holds an engineering degree from the University College Dublin and a master's in business administration from Michael Smurfit School of Business, Dublin. She is based in Switzerland with her husband and three children.