

Value Proposition

Ken is a business development, management, marketing and distribution professional with a proven track record from both a supplier and retailer's perspective. His experience in new product, business and market development, strategic planning and supply chain management is invaluable to firms looking to add shareholder value. He works with his clients to boost customer satisfaction, increase revenues, reduce costs and get maximum utilization of their assets. Ken's strengths lie in his business, analytical, planning, communication and management skills. His understanding of marketing and its relationship to transportation/logistics brings distinctive value to customers. He is well versed in the importance of regulatory and compliance advocacy on issues affecting a number of industry segments.

Selected Achievements

- Gained international exposure and experience through involvement with a number of projects including, use of precision agriculture techniques for developing nations and a world-scale greenfield nitrogen project in the US.
- Transformed an entrepreneurial company by improving processes and people through implementation of industry best practices. Improved accountability by bringing into effect processes, policies and procedures required in a publicly traded organization.
- Effectively developed and managed departmental multi-year strategic plans and annual budgets in excess of \$200 million per year in a number of enterprises.
- Enhanced business opportunities by conducting necessary field research regarding potential fusion companies and making recommendations to management.
- Achieved significant savings by procuring lowest average cost product and negotiating lowest delivered cost from suppliers.
- Successfully integrated production from a greenfield plant into the market while exceeding netback and margin expectations.
- Diversified product portfolios with introduction of new product technologies into a multi-product offering.

Experience

- MacQuarrie Ag Marketing: Consulting, Owner
- Parkland Fuel Corporation: Development Manager, Supply and Distribution/Commercial Fuels
- General Manager: Neufeld Petroleum and Propane, Grande Prairie
- UFA: Crop Nutrition Manager
- Agricore United: Business Manager - Crop Nutrition
- Saskferco Products Inc.: Director, Marketing and Transportation
- Esso Chemical Canada: New Product Development/Account Executive

Qualifications

- Master of Business Administration (Agri-Business): University of Guelph
- Bachelor of Science (Agricultural Economics): University of Alberta
- Alberta Institute of Agrologists: maintains active professional status by achieving annual continuous education requirements
- Past President and Board Member of Canadian Association of Agri-Retailers
- Numerous courses/seminars/conferences throughout career

