

Value Proposition

Norm has over 30 years of experience in the agri-business sector. His numerous and wide-ranging positions have included both technical and commercial roles. He has applied his collaborative management style to senior level assignments in Canada, North America, Europe and globally. He's as comfortable in a multi-national's boardroom debating strategy as he is leading field staff through successful implementation. Norm is equally adept at engaging with producers and connects with people, asking the right questions to uncover the real issues. He creatively identifies the optimal solutions and effectively supports the associated change management challenges.

Selected Achievements

- Turned around the Hungarian operations for a multi-national agri-business, developing focused business processes including HR initiatives, and exceeding financial targets.
- Built a North American cereals team for a multi-national agri-business, helping to grow revenue by 20 per cent (to approximately \$500 million) in under three years.
- Established Canadian business development team, using new technology scouting, data negotiations and third party relationships, to successfully address the opportunities and challenges posed by new market entrants.
- Led the creation of a customer experience management program for a Canadian division of a global agri-business, establishing best in class CRM functionality.
- Successfully launched products that became sector leaders in the North American, European, and global agricultural markets.

Experience

- Osborne Interim Management:
 - Western Canadian Wheat Growers Association: Stakeholder Engagement (November 2017 - Present)
 - Crop Management Network: Strat Planning Facilitation & Business Advisory (November 2021 - April 2022)
 - Glacier FarmMedia: Senior Advisor, Various Projects (March 2021 - October 2021)
 - Nufarm Agriculture Canada: Strategy Review & Refresh Workshop (June - July 2021)
 - Gowan Canada Ltd: Business Advisor (June 2019 - November 2019)
 - Stockmen Memorial Foundation: Strategic Planning (January - April 2018)
 - Barr-Ag: Strategic Planning, Business Analysis (October 2017 - June 2018), Logistics (2021)
 - Syngenta Canada: Business Development, Process Improvement (March - September 2017)
 - CANTERRA Seeds: Business Development and Planning (June 2016)
- Board Member (past Chair), Palliative Care Society of Bow Valley
- International Management (Syngenta and Legacy)
 - Head Cereals North America, Syngenta; Managing Director Zeneca Hungary Kft; Global Product Manager UK, Zeneca Ag; Sales Manager Zeneca – Saskatchewan & US/C&O geography
- Functional Summary (Syngenta and Legacy)
 - Head – Business Development & Services Canada; Head – Customer Experience Manager, Syngenta Canada; District Sales Manager Alberta/BC Syngenta; Global Product Manager UK; Sales Manager Zeneca – Saskatchewan & US/C&O geography
- Technical (Syngenta and Legacy)
 - Product Service Supervisor (ICI Chipman) – Saskatchewan; R&D Product Development Intern (Chipman) - Prairie Provinces

Qualifications

- MBA University of Calgary, University of Alberta; B.Sc.Ag, University of Manitoba
- 100+ courses throughout North American and European Universities and training centres

