

Value Proposition

Shannon is an entrepreneurial business leader with a rare cross-disciplinary depth in agriculture, agri-business, and banking. With a career spanning seed, crop protection, farmgate technologies, and financial services, Shannon helps clients drive growth by designing strategic plans, implementing farm-level financial solutions, and navigating the evolving ag value chain. He's known for bridging innovation with real-world farm operations, whether it's seed, digital ag tools, or financial planning. From boots-on-the-ground insights to boardroom strategy, Shannon empowers growers and agri-businesses to scale with confidence and clarity.

Selected Achievements

- Launched and built the Canadian franchise of a leading global agriculture bank, the only new agricultural bank start-up of its kind in Canada, establishing full operations from the ground up.
- Built the team and sales program that secured and operationalized a \$3 billion line of credit for a national agricultural organization, supporting a funding stream that continues to represent 20% of its total revenue.
- Achieved record-breaking sales results within two years of taking on a leadership role with a client in the crop protection industry.
- Transformed an underperforming team of financial planning specialists in Manitoba and Saskatchewan into the top-ranked team nationally within three years, leading in both sales compliance and customer experience.
- Built a private banking startup within a Schedule A Canadian bank, assembling an entirely external team and client base, and reached a \$150 million target within the first 24 months.
- Exceeded strategic account growth targets with up to 155% of plan achieved in one fiscal year, through execution of innovation pipelines and alignment across sales, operations, and technical teams.
- Designed and implemented strategic succession and financial planning frameworks for large-scale primary producers and emerging ag-tech firms, supporting the successful scale-up of a 100,000-acre agronomy business and market entry of a new crop protection brand.
- Forged global partnerships to introduce sustainability and innovation-focused financial practices into the Canadian market, convening clients, industry leaders, and international resources into shared-growth models.
- Directed commercial strategy and execution for key distribution accounts representing over half of national market volume, achieving record-breaking results by aligning pricing, forecasting, and innovation launches.

Experience

- Rabobank Canada: VP Manitoba
- VAST Consulting: President
- BASF Canada: Strategic Account Manager, Western Canada
- FCC Business: Business Development Manager
- CIBC: Director of Private Banking and CIBC Financial Planning
- CIBC: Regional Manager Agriculture, Western Canada
- CIBC: General Manager, Southern Manitoba
- CIBC: Carman and Area Branch Manager
- CIBC: Regional Manager, Saskatchewan

Qualifications

- Professional Agrologist (P.Ag) – University of Manitoba
- Canadian Securities Course – Canadian Securities Institute

