

Value Proposition

Troy is a business results driven leader who provides organizations with a fresh playbook of strategies which always result in gains of innovation, revenue and team moral. He is respected by his team and clients for his unique process to solve problems quickly and create empowerment within the people he mentors. Agri-business is where Troy's ability has earned him respect by both suppliers and producers alike. He has also been a very successful manager in industries such as technology, manufacturing, natural resources, and real estate. Designing the best operational practices for profit generation and economic adaptability is always his priority and competitive edge. A certified coach in both business and personal transformation, Troy understands how to make your business succeed for you, your team and your customers!

Selected Achievements

- During term at Western Tractor, created an empowered team and ensured customers had a value ladder that continued to drive increased sales year after year.
- As of the end of 2020, reached sales accomplishment of over \$378 million in products and services.
- In 2017, reached a huge milestone and celebrated 7th year as the #1 profitable sales person in North America out of over 450 other reporting sales people. (\$42 million in sales)
- Achieved Mastery level in the John Deere University and is regarded as a powerful leader amongst the team at Western Tractor and the farm owners he serves as a coach and consultant.
- While managing Fastenal Industrial Supplies, awarded the fastest growth and highest margin in Canada.
- Awarded most profitable and highest growth for three consecutive years while at Universal Compression.
- Served on the Board of HALO air ambulance for Southern Alberta and was instrumental in the funding initiatives that came from local stakeholders, government, and corporate partnerships.
- Earned several leadership and achievement awards from Dale Carnegie Institute, Mastermind.com, Tony Robbins, John Deere, and other organizations for achievement and contribution.

Experience

- Osborne Interim Management:
 - Glacier FarmMedia - Discovery Farm: Partnerships & Community (March - June 2021)
 - Executive Coaching Assignment (February - August 2021)
- Troy Aberle International: Executive Coach and Business Strategist
- Western Tractor: Regional Manager and Territory Manager
- Exterran (Universal Compression): Regional Manager
- Fastenal Industrial Supplies: General Manager
- CAP Solar Pumps: International Marketing and Product Development
- HALO Air Ambulance: Vice Chairman

Qualifications

- Agriculture Business Diploma: Olds College
- Robbins Madanes Coaching Mastery Certification and Tony Robbins Business Mastery
- Dale Carnegie Leadership Training, Pacific Institute Leadership Training, and Paul Kelly Consultive Sales Management Training

