



MONDAY, JUNE 4

Colin Siren

Senior Vice President and Canadian Country Manager, Kynetec

MARKETING & SALES SESSION



Colin manages the Canadian office for Kynetec, a global leader in Ag/Animal Health market research. Colin worked exclusively in animal health market research for 14 years and in marketing for nearly 20 years. Colin has managed a numerous Canadian,

U.S. and Global studies designed to understand business and industry issues. Colin has co-authored four research summaries published in the Journal of the American Veterinary Medical Association.

Dr. Linda K. Lord

Academic and Allied Industry Liaison Lead, Merck Animal Health

MARKETING & SALES SESSION



Dr. Linda Lord is the Academic and Allied Industry Liaison Lead for Merck Animal Health. In this position, Linda leads strategic initiatives and program development with academic institutions as well as veterinary industry associations. Linda is the project leader for the Merck Animal Health Veterinary Wellbeing Study released in January, 2018. Linda joined Merck Animal Health in February, 2017 after a career in academia at The Ohio State University College of Veterinary Medicine (OSU CVM) as a faculty

member in Veterinary Preventive Medicine and as the Associate Dean for Professional Programs. During her time at OSU CVM, Linda formed the first Office of Career Management at a veterinary school and was instrumental in hosting the first Health & Wellness Summit held at OSU CVM. Linda also served as the chair of the Veterinary Wellness Advancement Group for the Association of American Veterinary Medical Colleges. Linda completed her DVM and Master's degree in 1999 and her PhD in 2006 at

OSU CVM after practicing five years in companion animal medicine. Linda has conducted extensive research on companion animal issues specifically in the areas of pet reunification and identification. Linda currently serves on the board of directors for NAVC's Veterinary Innovation Council as well as the Ohio Veterinary Medical Association (OVMA). For OVMA, Linda serves as the alternate delegate for the AVMA House of Delegates and was named Veterinarian of the Year for 2016 by the organization.

Dr. Garth Graham

President, PetLifePeople

MARKETING & SALES SESSION



Garth Graham has enjoyed a career in the Canadian and US animal health industry as a veterinarian, marketer, and business manager. He is president of PetLifePeople, a firm dedicated to the development of ideas and strategy that improve the pet experience and ensure alignment of pet focused services with current trends and

technologies within the more general consumer landscape. In his primary role as director of Ontario Veterinary Telehealth Services, he seeks to increase pet parent accessibility to critical pet wellness information, and help to convey a strong value proposition for veterinary care. His belief is that a future key to veterinary wellness

is creating a client base that truly appreciates the value of quality practice. Garth views the Canadian animal health market as ripe with opportunities for positive change and fresh ways of thinking, and looks forward to playing an on-going role in this exciting and fulfilling category.

Marty Seymour

Director, Industry and Stakeholder Relations at FCC

| **MARKETING & SALES SESSION**



Marty engages with national associations, government officials and industry influencers to explore partnership opportunities that add real value to Canadian agriculture.

Marty was raised on a cattle and grain farm in Carnduff, Sask., in the heart of oil country. A cowboy at heart, he moved to Saskatoon and earned a degree in agriculture

science from the University of Saskatchewan.

After a decade in sales and marketing, Marty spent five years as CEO of Canadian Western Agribition, Canada's largest livestock show and exhibition, where he was highly successful in boosting the show's profile. Marty was recently named a CBC Future 40 recipient for

contributions to the community. He currently serves on the Four Horse Developments board—a corporation working to advance economic prosperity for Sakimay First Nations.

Marty is an active runner and recovering rodeo cowboy who, when he's not chasing after his two kids, also enjoys international travel.

TUESDAY, JUNE 5

Tony Chapman

Speaker. Moderator. Contributor to the Conversation in Media

| **KEYNOTE**



Tony has delivered inspirational talks at Mobile Conferences in China, Spain, and Brazil, at Tourism Conferences in Poland and Mexico, as well as talking to entrepreneurs, retailers, automotive, tourism and hospitality, pharma and B2B across North America. Rather than specializing in speaking to one sector, Tony chooses to work across many as each provides a unique lens into another. He also does half-day brainstorming sessions with Boards and Leadership teams.

To prepare and customize each talk Tony does deep dives into his audience's world and then

draws upon his three decades of experience helping Leaders compete. He uncovers compelling insights that he then ladders into the Big Ideas that are needed to counter the prevailing headwinds.

Audiences consistently give him the highest marks for his passion, persuasiveness and his level of personalization and relevancy. Tony believes that only by helping his audience get to where they need to go will he engage their “head, heart and hands”—and shape how they think, feel and behave.

In 2008 Tony became one of the youngest individuals to be

inducted into the Marketing Hall of Legends, and two national and two international documentaries showcase his approach to branding and strategy. You might also recognize Tony when he was the judge on Food Network's *Recipe to Riches*, the host of *Nissan Innovation Challenge*, or currently his *Cause and Effect Segments* across Bell Media.

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Ron Bonnett

President of Canadian Federation of Agriculture



Ron Bonnett has enjoyed a long and varied career in agriculture. In the mid-1980s, he was the founding president of the Algoma Federation of Agriculture, where he helped farmers advocate on issues such as high interest rates. He was also engaged in municipal politics during this time, serving as reeve of the Township of Plummer where he advocated for rural economic development and a strong agriculture sector.

In the late 1990s, Ron became involved with the Ontario Federation of Agriculture, sitting on its board of directors and executive committee where he served as vice-president for two years and president for four years. It was during his time with OFA that Ron joined the CFA Board of Directors, becoming 2nd Vice-President in February 2007. He has held the role of CFA President since June 2010.

Ron is currently an advisor to the

Canadian Agriculture Policy Institute and as a former board member at Farm Management Canada. As an advocate of agriculture at the international level, Ron sits on the Board of the World Farmers' Organization and played an active role in the organization's launch.

Ron currently operates a cow-calf farm with his wife, Cathy, in Bruce Mines, ON. Ron and Cathy have a son, Terry; a daughter, Veronica; and four grandchildren.

Byron Beeler

President, Beeler Consulting

| PANEL FACILITATOR



Byron is a native of Nova Scotia who came to Ontario after graduating from McGill University. His career spanned government advisory services, a family owned entrepreneurial enterprise, and then to international business activity including genetics and plant breeding, agricultural chemicals and animal health. He

is a Past Chair and an Honorary Member of the CAHI. After retiring from President of Novartis Animal Health in 2001 he established a consulting business and has had clients across Canada, the USA as well as in Switzerland and the Netherlands.

He is pleased to be here today to facilitate this very important

panel made up of key industry leaders focused on the key subject of leadership.

Diane Bourassa

General Manager of Vétoquinol Canada

| PANELIST



Born in Grand-Mère, in Mauricie, Québec, Diane Bourassa holds a bachelor degree of Administration, Accounting from l'Université du Québec à Trois-Rivières. She obtained her CPA-CA designation in 1990.

After three years working as an external auditor at Ernst & Young, she worked in the retail industry at Costco and Loblaw. Diane spent four years as Director of Finance for a third-party logistics service provider Metro

Canada Logistique before she came to Vetoquinol—a worldwide manufacturer and distributor of Animal health products—in 2007. She first assumed the position of Director, Finance and Administration—where she had the opportunity to contribute her own expertise as a Chartered Accountant—responsible for all financial, IT and HR activities for Vetoquinol Commercial and Industrial Canadian Divisions.

In September 2011, she was

appointed as the General Manager of Vetoquinol Canada. In 2015, she was designated to act as an Administrator of Vetoquinol N.A. inc., the first woman to ever hold such position within the Vetoquinol organisation.

Member of the Canadian Animal Health Institute Board of Directors since September 2012, she acted as Chair of the Board from September 2015 to September 2017 and is acting as Past Chair since September 2017.

Dr. Jair Garcia

Senior VP Canada and Northern Latin America for Zoetis

| PANELIST



Jair Garcia is Senior VP Canada and Northern Latin America for Zoetis. In this role, he serves as Country Manager of Canada and with responsibilities for Northern Latin America.

Jair's previous role with Zoetis was Vice President and Country Manager of Canada. Before that, he had served as Division Director for Canada at Pfizer Animal Health since 2010. Jair first joined an animal health company when began working at Fort Dodge

Animal Health in 1995. While there, he worked in positions of increasing responsibility both in Brazil and the U.S. Some of his previous positions include Regional Director for Latin America and Director of the companion animal, poultry, and swine business unit for Brazil. At CAHI Jair currently serves as the Vice-Chair of the Board.

Jair also worked for three years as a small animal veterinarian practitioner at the Veterinary Hospital of the University of São

Paulo (USP) in Brazil.

A native of Brazil, Jair earned his Doctor of Veterinary Medicine degree in 1991 from the Sao Paulo State University (UNESP-Jaboticabal) and feels privileged for have been working and living with his family in Canada for almost nine years now. For over 35 years, he has been an enthusiast of purebred dogs—as an owner, breeder, and exhibitor at dog shows in South America, North America and Europe.

Sebastian Kuzmierczyk

| PANELIST

Vice President and General Manager, Bayer Inc. / Animal Health Canada



As Country Head, Bayer Animal Health Canada, Sebastian is responsible for the strategic oversight of the business, driving growth and leading a national team across all commercial functions. Sebastian joined Bayer in 2004, spending most of his career with the Animal Health business working with both local and global functions. Most recently, he was at

the global head office in Monheim, Germany, with global responsibility for brands such as Advantage, Advantage Multi and Seresto.

Sebastian also spent a significant part of his career in North America, including Bayer Animal Health's North American head office in Shawnee, Kansas where he held positions in Marketing and Business

Development.

Born in Germany, Sebastian holds a Diploma in Economics from the University of Applied Sciences in Essen, Germany, as well as an MBA from the University of Pittsburgh in Pittsburgh, PA. Sebastian is married to his wife Fernanda. Together they have two kids.

Dr. Tina Hunt

| PANELIST

General Manager of Elanco Canada



Tina Hunt qualified as a veterinary surgeon in the UK and worked as a large animal, mainly equine, veterinarian for 10 years before moving into industry. She subsequently held a number of commercial and operations roles for Pharmacia, Fort Dodge and Pfizer (as was) before joining Elanco in 2010. In Elanco, her

last 3 roles have been Marketing Director for EMEA, Global Operational Excellence Director based in the US and now General Manager for Canada. Tina lives near Toronto with her extremely patient and kind husband and their 6-year-old son. She is passionate about her family, animal health, cheese and wine, and learning.

Carel du Marchie Sarvaas

Executive Director of HealthforAnimals



Carel du Marchie Sarvaas is Executive Director of HealthforAnimals, the global animal medicines association. HealthforAnimals represents the top 9 global animal health companies developing and manufacturing veterinary pharmaceuticals, vaccines, parasiticides and other products. Its corporate members are Bayer, Boehringer Ingelheim, Ceva, Elanco, Merck/MSD, Phibro,

Vétoquinol, Virbac and Zoetis. It also represents the interests of 29 national animal health associations—in total 85% of the global animal health sector. Carel has been a senior government affairs and communications professional for 25 years. He joined HealthforAnimals in 2014 after holding the position of Director at EuropaBio, the Biotechnology Association. Prior to EuropaBio,

Carel worked at international consultancies and think tanks in Brussels and Washington DC, advising clients active in the food, agriculture, chemicals, nanotech and biotech sectors. He is Dutch national, married, has four children and holds degrees from the University of Leiden and the Johns Hopkins University.

Dr. Aaron Massecar

Executive Director for the Veterinary Innovation Council



Dr. Aaron Massecar is the Executive Director for the Veterinary Innovation Council, the Senior Vice President of Learning at NAVC, a co-founder of Drip.Vet, and a faculty member of the College of Veterinary Medicine at Texas A&M. He is a published author (Ethical Habits), speaker, coach, consultant, and project manager.

He is currently directing a telehealth project for VIC. The project focuses on the impact of telehealth tools on veterinary practitioners. This involves assessing

practices, benchmarking, and implementation of tools, all the while providing reviews of new and emerging technologies.

Dr. Massecar is also on faculty at Texas A&M and is helping develop the Veterinary Entrepreneurship Academy, a program to bring Students, Startup Companies, Faculty, and Practicing Veterinarians together. These student internships help train students in startup business principles and companies in creating tools that are custom built for veterinarians. This program

will be expanding in the fall to include resources for startups. He is also managing the Veterinary Innovation Summit at Texas A&M.

Dr. Massecar's work in the veterinary profession was spurred by marrying into the profession; his wife is a shelter veterinarian at the Houston SPCA. This opportunity gave him the ability to focus his efforts on two things he is very passionate about: animal welfare and the human-animal bond.

WEDNESDAY, JUNE 6

Craig Thorn

Partner at DTB Associates



Craig Thorn is a partner at DTB Associates. He advises clients on issues related to agricultural trade, the World Trade Organization and trade negotiations, and he specializes in regulatory trade barriers. Before founding DTB Associates, Mr. Thorn spent over 15 years with the Foreign Agricultural Service at the U.S. Department

of Agriculture. He headed the Agriculture Section in the Office of the U.S. Trade Representative in Geneva, where he represented the United States at the WTO on agricultural trade matters during final phase of the Uruguay Round negotiations. He also served in FAS as Director of the Europe Division and Deputy Director of

the Multilateral Trade Policy Affairs Division and as an attaché in the U.S. Mission to the European Union.

| KEYNOTE

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Dr. Karen Hand

Director, Research Data Strategy at the University of Guelph



Dr. Karen Hand is a leading consultant and researcher in agri-food data science. In her current role of Director, Research Data Strategy at the University of Guelph, Dr. Hand leads the strategic design, development and management of the University of Guelph's vision for a cross-sectoral online platform for research data and analytics, Agri-food Data Canada, that enables transformative innovation in agriculture and food in Canada and the world. Dr. Hand served three

years as Director of CPAF (Canadian Precision Agri-Food), an initiative in which she remains active. She led the team that performed an in-depth cross-commodity user needs analysis for accelerating the adoption of precision agri-food in Ontario and co-developed the vision for Ontario Precision Agri-Food (OPAF) which led to the broader vision of CPAF.

As Founder and President of Precision Strategic Solutions, Dr. Hand has been involved in

numerous research and industry projects involving the analysis and management of Canadian agri-food data; with particular focus on the statistical and geospatial analysis of animal health and production. Dr. Hand is keenly interested in the establishment of a comprehensive digital transformation strategy for Canadian Agri-Food to ensure our position as leaders in the global marketplace.

Dr. Owen Roberts

Adjunct Professor in the Department of Animal Biosciences at the University of Guelph



Owen Roberts is a journalist and a columnist with daily, weekly and monthly print and online media in Canada. In the media, Owen typically discusses urban perspectives on agri-food issues. He is the first Canadian president of the 5,000-member International Federation of Agricultural Journalists, which represents journalists in 43 countries. He is active on social media, particularly through twitter as @TheUrbanCowboy.

Owen is the research communications director at the University of Guelph and an adjunct

professor in the Department of Animal Biosciences. He serves as editor of the University's Research magazine. Owen created the popular student-research writing program Students Promoting Awareness of Research Knowledge (SPARK). Many of his former students are active in journalism, communications, marketing and teaching in Ontario and elsewhere.

Owen's programs, activities and research have been recognized nationally and internationally, through awards from the Canadian Farm Writers' Federation (best daily reporting, best column, best

periodical, best news release) and the Canadian Agri-Marketing Association (best annual report, best media program).

Owen also works as a media trainer, helping facilitate knowledge mobilization.

Owen holds a Bachelor of Arts (communications) from the University of Windsor, a Master of Science (rural extension studies) from the University of Guelph, and a Doctor of Education (agricultural education and communications) from Texas A&M University and Texas Tech University.

Amanda Ploughman

CEO of Smak



Amanda is CEO of Smak, an agency that specializing in consumer and employee engagement. Prior to joining Smak, Amanda was Vice President, Marketing for Shaw Media, overseeing brand strategy, advertising, promotion and social media for the Global Television, and a portfolio of 19 television and digital brands, including Food Network Canada, HISTORY, HGTV Canada and Showcase. Before joining Shaw, Amanda was Chief Marketing Officer at Pelmorex, (The Weather Network),

leading marketing, sales, research, distribution and content.

Amanda spent much of her career on the agency side of the media business. Past roles include President and CEO of MediaCom Canada, Executive Vice President at Initiative New York and CEO of Initiative Canada.

Amanda has been active in the marketing community, including Canadian Marketing Association, the Canadian Media Director's Council and the ICA, where she co-founded Advertising Women of

Toronto. She has also served as a juror for the Cannes Media Lions and the Media Innovation Awards. She was a board member for Zoom Media and has been a member of the advisory boards for Ryerson's Ted Rogers School of Business and REC Media. In 2009, Ms. Ploughman was named Toronto's Businesswoman of the Year.

Amanda is married to David Ploughman and together they are the proud parents of three children, a dog and a horse!