

# Mark Caygeon Junkin

FARM MANAGEMENT SYSTEMS CONSULTANT

Management Consulting / Business Development / Marketing Strategy

**Career Objective:** To improve how farm families make, transfer and implement decisions together.

## Education:

- MBA: Masters in Agriculture Business (Enrolled for 2012 (Dist. Ed.)) Kansas State University:
- Degree: Agriculture Business, Business Commerce Honors Degree University of Guelph
- Diploma: Farm Operations & Management, Associate Diploma University of Guelph

## Business Development:

- Strong ability to write requirements documentation & design programs based on user needs.
- Proven ability to create business models and products which have “home run” potentials.
- Remarkable ability to put together teams/systems to create solutions under tight budget constraints.

## Business Acumen:

- Astute understanding/insight into how farm families make/implement business decisions.
- Remarkable ability to research industry trends and correlate abstract thoughts into concrete ideas.
- Experienced mediator and skilled diplomat capable of coaching individuals to achieve team goals.

## Knowledge Base:

- Unique, broad, and in depth knowledge of North American Agriculture business.
- Expertise in the science of decision making, farm management and farm succession systems.
- Expertise in applying ISO 14001, Six Sigma, ISO 9001 and Business Scorecarding to Agriculture.
- Growing expertise in applying modern HR systems to the practical parameters of Agriculture.
- Experienced in working with all forms of marketing channels: radio, print, social marketing & web.

## Operations Management Skill Set:

- Experienced in managing personnel and projects under tight budget/time constraints.
- Developed talent in writing: protocols, business plans, websites, magazine articles and now a book.
- Management consultant capable of continuously improving business processes using a toolbox of skills.

## Leadership Skill Set:

- Charismatic leader capable of motivating employees to work for “the dream”, sometimes without pay.
- Management consultant skilled in radically improving farmer’s implementation of goals into reality.
- Expertise in the “people issues of agriculture” with ability/skills to rapidly resolve problems.

## Hobbies:

- Ordained Reverend & Licensed Officiant: Canadian Fellowship of Churches & Ministries
- Masonic Lodge: Master Mason Waverly Lodge #362

2009-present:                    **Agriculture Strategy;** President    [www.agriculturestrategy.com](http://www.agriculturestrategy.com)

Our mission is to improve how farm families make, transfer & implement decisions together. Our core service (strategic planning) centers on facilitating regularly bimonthly meetings whereby the family meets at our office for a facilitated family business meeting. This simple function drastically improves how families communicate about the business. It creates the environment for an objective reflection of business performance and instills a culture of proactive continuous improvement. This grooms the next generation for management. We also provide ancillary estate planning services.

2005-2009:                    **AgStartups;** Consultant

“Entrepreneur for hire” Consulting Service which systematically develops concepts into reality. Example projects would include developing an “out of the box” marketing strategy for the Beef Industry for executive at Pfizer Animal Health. Clients were consistently impressed by our systematic, creative and thorough approach to business concept development.

2000-2005:                    **ISOfarm Inc.;** CEO, Designer & Founder

Created an ASP software technology that enabled ISO 14001 certification (environment) for a farm operation. Inadvertently by designing this software it made Mark a leading expert on Agriculture Human Resource Management systems and the management science of Farm Decision Making Processes. This disruptive technology promised to revolutionize farm decision making/profitability and agriculture’s impact on the environment. At Banff Venture forum in 2004, ISOfarm was featured as being one of the top Canadian startups that year. Venture reached over \$4M valuation in Q4 2004 that led to several hostile takeovers, which made operations impossible. Venture imploded shortly after.