

Resume
Mark Caygeon Junkin
FARM MANAGEMENT SYSTEMS CONSULTANT
Business System Planning / Entrepreneurship / Farm Succession

Career Objective: To be known as the best in Farm Succession& HR by Improving Farm Decision Processes.

Education:

- Degree: Agriculture Business, Business Commerce Honors Degree, University of Guelph
- Diploma: Farm Operations & Management, Associate Diploma University of Guelph

Business Acumen:

- Strong understanding of, focus on, and creation of business models that meet customer needs
- Strong capacity to think laterally and the creativity to make really idealistic concepts feasible
- Unique ability to design marketing and business models that have “home run” potentials

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

Operations Management Skill Set:

- Strong ability to write requirements documentation & design systems based on user needs
- Certified Mediator and Negotiator
- Learned ability to navigate the soft issues of farm family dynamics during peak stress periods

Hobbies:

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

Career Experience prior to Agriculture Strategy’s 2010 launch:

2007-2009: **Ragin Caygeon’s (CMG Entertainment Inc.);** Manager

Turned around a failed country bar from 50 to 500 patrons/night within 18 months through rebranding/management.

2005-2008: **AgStartups;** Consultant

“Entrepreneur for hire” Consulting Service which systematically develops concepts into reality. Projects Included:

- Adaptation of Growth Stage Modeling Product from Agronomy to Livestock Sector (AgCall Inc., Calgary Alberta)
- Developed Strategy for the Alberta Beef Industry: (Pfizer Animal Health Inc., Montreal Quebec)
- McKay Bros. GIS Strategy (Canada’s largest John Deere Dealership Lethbridge, Alberta)

Clients were consistently impressed by our systematic, creative and thorough approach to business development.

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

Created an ASP software technology that enabled ISO 14001 certification (environment) for a farm operation. This disruptive technology promised to revolutionized 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.