

Canada's Productivity Summit

Driving Investment for
Economic Growth and Prosperity

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School of
Public Policy



Kim McConnell

Founder and Former CEO, AdFarm

Kim McConnell is a champion for Canada's agriculture industry and a trailblazer in agricultural marketing. As a founder and former CEO of AdFarm, one of North America's largest agricultural marketing communications firms, he has been a major force in shaping the industry.

McConnell's contributions have earned him numerous national accolades, such as the 'Agri-Marketer of the Year', the 'Mentor of the Year' award from the Canadian Youth Business Foundation, and Calgary's 'Inspired Business Leader'. His remarkable achievements include his induction into the Canadian Agricultural Hall of Fame in 2012 and his appointment as a Member of the Order of Canada in 2017.

His unwavering commitment to Canadian agriculture and its potential has been evident throughout his career. McConnell has been instrumental in launching major industry ventures, including strategic and policy development, promoting sustainability, and initiatives aimed at enhancing public trust in food and farming. He serves as a director and special advisor to numerous companies, government bodies, and industry leaders across North America. McConnell is also a fervent advocate for youth, entrepreneurs, and rising executives, inspiring them with his passion and dedication.

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