



Jennifer Christie,
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Jennifer Christie splits her time between her family's sixth generation dairy and grain farm in Bruce County, Ontario, and developing marketing strategy with John Deere dealers across Canada. Based out of Kitchener, she is an avid traveler, foodie and passionate "advocate" on social media and beyond.

Prior to her current role as a Dealer Development Manager, Jennifer held various roles in John Deere's sales and marketing group. She has established relationships with many producers across Canada, enjoys challenging the status quo and is a strong advocate for youth and women. Jennifer helped start the Ag Women's Network, is a director and volunteer leader for 4-H Canada, and co-founded the Canadian Agri-Business Education Foundation. Chosen as one of the 2013 Top 100 Most Powerful Women in Canada by the Women's Executive Network and The National Post, Jennifer has an Executive MBA from the Ivey School of Business at Western University and a Bachelor of Commerce in Agriculture Business from the University of Guelph.

"Women play a critical role in the conversation about food, no matter what part of the world you look at. Globally, women are the primary producers of food. In North America, women are still the primary grocery buyers and among the most influential bloggers online. If our agriculture industry needs to maintain our social license, then we need to engage women. That's awfully hard to do if you don't have women at your table. Furthermore, the stats speak for themselves; companies who embrace diversity outperform those who don't. We are in a war for talent, and it's not just companies but industries fighting for the brightest young leaders to drive innovation and growth. Canadian agriculture is poised like no other to gain from more women in leadership."