



# BRAD ORR

*Marketing Leader, Canada  
Corteva Agriscience™*

Brad is the Marketing Leader for Canada and serves on the Canadian Leadership Team and Commercial Leadership Team. For Brad, business is about constant progress through people and technology. As the Marketing Leader for Canada, he is responsible for the leadership of short- and long-term strategic developments as well as annual plans for product, channel and customer within the Canadian region. Brad carries the lead relationship with the Global Team to ensure alignment of strategy and product direction while also providing leadership and mentorship to Marketing and Business Services.

In addition, Brad is tasked with delivering the annual business plan and building an enhanced corporate culture for Corteva Agriscience nationally. Through agile industry leadership, he is steadfast in representing Corteva's interests throughout the full agricultural sector.

With a 30-year career that has spanned sales, account management, sales leadership and Commercial Unit leadership, Brad knows the value and significance of agriculture domestically and internationally. He holds a Bachelor of Science degree in agriculture engineering from the University of Manitoba, is the chair of the CleanFarms Board of Directors and sits on the Board of Directors for the Canola Council of Canada.

When he's not actively helping to build the future of Corteva for the national teams, you'll find him busy with family activities, sports and travel. He's also a food enthusiast, which is even better for agriculture!