



RICHARD LUSSIER

Area Sales Leader, Western Canada

Richard Lussier is the Area Sales Leader for Western Canada. He is responsible for the leading an integrated seed and crop protection sales team. His team consists of seven District Leaders whose teams include Territory Managers, Area Agronomists and Technical Sales Agronomists.

Richard joined Corteva in 2009 as a Pioneer Territory Manager and became the Alberta District Lead in 2011. In August 2020, he began his current role as the Area Sales Leader.

Richard has a strong background in agriculture research and extension, as well as agronomy, stemming from various roles with Federal and Provincial agencies and other companies within the agriculture industry.

Richard values people and hearing their stories. He especially enjoys meeting with clients and learning from them about their unique operation strategies and business approaches.

Richard has become active in his local Community Association while getting to know his new neighbourhood. Richard enjoys hiking, cycling, reading, spending time with his family and helping on his family farm.

Richard holds a Bachelor of Science in Agriculture from the University of Alberta and a Master of Science in Soil Science.