



## **For Immediate Release**

### **Vineland Research and Innovation Centre hires VP of Operations**

#### **VINELAND STATION, Ontario, March 5, 2020 –**

Chris McQueen is the newest member of the senior management team at Vineland Research and Innovation Centre (Vineland).

As the new Vice President, Operations, McQueen reports directly to President and CEO Ian Potter and is responsible for operations, safety, human resources and facilities, including Vineland's greenhouses and research farms.

McQueen holds an MBA from Wilfrid Laurier University and has more than two decades of municipal management experience with Niagara Region and as a management consultant.



"Vineland serves a diverse audience of customers and partners, from growers and industry clients to academia, government and not-for-profit organizations," says Potter, "and we are pleased to welcome Chris and his unique blend of senior leadership experience to our team."

Most recently, McQueen built and led the management consulting firm Disruptive Ideology Inc. He worked with a diverse range of clients, assisting with strategic planning and execution, business plan development, financial sustainability planning, leadership development, performance management and promoting positive corporate cultures.

#### **About Vineland Research and Innovation Centre**

With a highly-skilled research team, oversight from an independent Board of Directors, engagement from an international Science Advisory Council and collaboration with 86 global partners including a Stakeholder Advisory Council, Vineland's goal is to enhance Canadian growers' commercial success through results-oriented innovation. We are an independent, not-for-profit organization funded in part by the Canadian Agricultural Partnership, a federal-provincial-territorial initiative. For the latest on our research and innovation, visit [www.vinelandresearch.com](http://www.vinelandresearch.com).

#### **For more information, please contact:**

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