



## **For Immediate Release**

### **Vineland Research and Innovation Centre announces new CEO**

**VINELAND STATION, Ontario, March 18, 2019** – Vineland Research and Innovation Centre (Vineland) announced that its Board of Directors has appointed Dr. Ian Potter as Chief Executive Officer effective April 1, 2019. Mr. Potter will also join the Vineland Board of Directors at that time.

“Having served in senior leadership roles with both the National Research Council Canada (NRC) and Alberta Innovates – Technology Futures (AITF) throughout his 25-year career, Ian has substantial experience in the Canadian research and innovation space,” said Dr. Warren Jestin, Vineland’s Board Chair. “He is a well-rounded executive who brings significant operating expertise and commercialization know-how to Vineland. His team-focused approach aligns well with the extensive skill base and expertise already within the Vineland team and will support continued growth and impact for the horticulture sector.”



Dr. Ian Potter,  
Vineland Research and  
Innovation Centre  
new CEO

“I am excited to be joining Vineland as CEO and look forward to relocating to the Niagara region and working alongside key stakeholders to expedite opportunities for further collaboration and success within the Canadian horticultural space,” said Dr. Potter.

Vineland’s Board also thanks Shelley Martin, Board Director and retired Nestlé Canada executive, for providing leadership as interim CEO following the November 2018 resignation of Dr. Jim Brandle.

#### **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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