

CAMA'S AGRI-MARKETER OF THE YEAR

Success starts with adaptability and a willingness to continually innovate. For **David Postill**, Senior Vice President (SVP), Marketing & Customer Experience at **AGI**, this mindset along with a commitment to raising the bar on customer experience (CX) has enabled AGI to continually evolve as a data and technology driven organization with industry leading CX capabilities.

Never has there been a year where it's been more important to demonstrate a commitment to innovation and adaptability. COVID-19 has touched almost every facet of society: from macroeconomics, to how people work and lead their daily lives.

Like most things, customer experience (CX) has been impacted by the global pandemic. Customers transitioned to communicating digitally, working remotely and ordering things online. Trade shows, grand marketing events such as concerts or the ability to offer simple things in person, like trying new machinery or conversations with dealers became difficult to accomplish.

David recognized that the challenges created by COVID-19 would require rapid innovation to find new ways to provide a high level of CX without in-person interaction.

For example, in response to the inability to plan in-person marketing events, David and his team returned to the drawing board to swiftly transition from in-person to virtual with a focus on making them as interactive, experiential, and personal as possible.

The result was launching AGI Live. The first AGI Live was a 4-day virtual event that showcased capabilities in Farm, Commercial and International, with 30+ presenters from around the world, over 8 hours of presentations and over 4,000 attendees.

The initial launch of AGI Live was such a success that in the

spring of 2021, AGI hosted the virtual conference again and extended the scope and global reach further to 30 presenters from 11 countries across 6 time zones.



David Postill

There were attendees from 50 countries. The event offered a virtual experience to demonstrate a range of equipment, services, and farming situations around the world that generally would never be experienced by the average producer. This special event was packed with interviews, panels, webinars, and expert Q&A and included varied perspectives.

Next, David identified the need to offer the ability to interact with ag equipment at the users' digital fingertips. This led to the development of AGI's Virtual Showroom. Before COVID-19, trade shows included significant installations and product demonstrations where people could enjoy hands-on experiences to get familiarized with equipment and experiences.

David knew this would be missed by dealers and customers and so prioritized the development of photorealistic 3D renders to fill the gap. This allowed AGI's customers to have an immersive experience where they could see and experience equipment.

While at AGI, David has been a trailblazer in helping the ag sector keep pace with global digital advancements. While commodities will always need to be planted, grown, and harvested, there was so much potential to evolve the way

information was sent to producers and dealers around the world.

The right mix of digital and human elements needed to be found. David has led the development of key online training and tools which offer a new world of digital education that is user friendly for all customers.

AGI customer service representatives are also available to provide the human element needed to strike the right balance.

David's career has been fueled by purpose and to accelerate change toward digitally enabled, customer-centric business models.

From his time as Senior Vice President with **Young & Rubicam**, overseeing the **Ford of Canada** account to Vice President of Marketing for **Ocean Nutrition Canada** to even his time driving change as Vice President of Marketing & Sales for the **Toronto Symphony**, David has applied a global mindset and enterprise-level perspective to innovation and strategic priorities extending far beyond traditional marketing functions.

When reflecting on his multi-decade career, David shared that the agriculture sector has been one of his absolute favourites.

This is because innovation and technology are currently at the forefront of agriculture. The industry and the perception of it are rapidly evolving. As younger farmers enter the industry, new channels are developing, as well as technological advances built to improve the output of crops and their way of life.

Without question, CX has become a strategy that impacts an organization's bottom line but also enriches its customers' lives. Under David's marketing direction, AGI has emerged as a data and technology driven organization and with industry leading CX capabilities. It's indeed an exciting time to be in agriculture. **AM**