

30 May 2019

New Precision Agriculture CEO fresh from Asian leadership role

Precision Agriculture is pleased to announce the appointment of Mr. Todd Buck to the role of Chief Executive Officer (CEO), commencing on 11 June 2019. Todd has spent most of his career in global agribusiness including over 20 years in Asia, most recently as the Asia Pacific agribusiness lead for global consulting firm Accenture.

“Todd is a highly experienced executive with an exceptional track record in agribusiness and the food industry,” said Mike Chaseling, Executive Chairman of Precision Agriculture Pty Ltd (PA). In this role, he will oversee the implementation and development of the Company’s research based, commercial precision agricultural services as we enter a phase of expansion in what is a very exciting period for Australian agriculture.

“Todd is a highly impressive talent, known for having exceptional business vision as well as being a strong and collaborative leader of geographically and culturally diverse teams. The appointment was made after a highly competitive selection process which attracted a strong field of candidates.”

Todd’s role with Accenture has focused on working with industry to address a diverse range of agribusiness challenges through the application of technology, data leverage, process automation, blockchain, robotics and other digital solutions. His prior roles included Head of International Sales and Marketing for Golden Agri Pte Ltd, a major South East Asian palm oil producer and manufacturer, and General Manager for Goodman Fielder’s Asian operations based in Singapore. Todd holds a Bachelor of Applied Science (Curtin) and a Graduate Diploma in Business (Monash).

Commenting on his appointment Todd said: “I am excited to be joining the PA team at such a fascinating time for Australian agriculture, when new technologies and methodologies hold so much promise in terms of delivering innovation and efficiencies for Australian agricultural producers. The Precision Agriculture business is at the forefront of having these opportunities delivered on farm. I am very much looking forward to working collaboratively with PA’s staff and research partners, clients and industry to deliver the tangible benefits of precision agriculture to growers in the field.”

Todd will relocate from Singapore to Ballarat where he and his family will be based.

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