**Lawrence Magny, MBA, Black Belt – Lean Six Sigma**

British Columbia, Canada | (236) 338-2362 | lawrencemagny@gmail.com |

linkedin.com/in/lawrence-r-magny/

Results-driven executive transitioning into real estate appraisal, leveraging extensive experience in end-to-end manufacturing, supply chain optimization, and business strategy. Currently completing coursework with the Appraisal Institute of Canada (AIC) to obtain professional designation, bringing a strong foundation in financial analysis, asset valuation, and market assessment.

Proven success in multi-site leadership, operational efficiency, and strategic decision-making, with a deep understanding of value engineering, mergers and acquisitions (M&A), and property and real estate management. Adept at financial modeling, data-driven valuation, and assessing risk to inform investment decisions.

Skilled in P&L management, operational excellence, and capital asset evaluation, with expertise in vendor negotiations, contract management, and regulatory compliance. Strong ability to interpret market trends, assess property values, and optimize asset performance through strategic insights. Committed to fostering a culture of analytical rigor, continuous improvement, and stakeholder engagement.

Experienced in leading cross-functional teams and managing large-scale projects, with a focus on logistics optimization, asset management, and business process improvement. Excited to apply a robust operational and financial background to the real estate appraisal field, delivering accurate valuations and data-driven insights to support investment, lending, and property development decisions.

**Professional Experience**

**Novem Canada / Pharmaceuticals, Kelowna, BC**

*Start-up Cool chain and freeze-drying services for Agrifood, Biopharmaceutical and Pharmaceuticals*

**Chief Operations Officer (COO) July 2024 – Present**

Responsible for the day-to-day and strategic management of teams including s**ales, manufacturing, warehousing and human resources, while leading construction and product development**, driving business excellence and ensure the seamless execution of organizational initiatives in a dynamic and fast-paced startup environment. Developed/Supported cash flow analysis and forward looking pro-forma review as well as integration strategies towards the acquisition of 148,000 square foot cool storage/CA warehouse and marketing and development of new brands and brand positioning in CPG.

**Key Achievements and Responsibilities:**

* **Strategic Oversight:** Directed the daily operations of the business, implementing effective organizational structures and programs to support aggressive growth.
* **Regulatory Compliance:** Led the successful implementation and compliance of critical programs including C**FIA – Safe Food for Canadians (PCP)**, **CTLS Processing Licensing with Health Canada**, and the rollout of **Good Agricultural Practices (GAP)**, ensuring adherence to regulatory standards.
* **KPI and Performance Management:** Spearheaded the development of **Key Performance Indicators (KPIs)** and **visual management best practices** to enhance productivity, operational transparency, and alignment with business objectives.
* **Financial Strategy & Analysis:** Conducted comprehensive **financial reviews**, developing costing and **pricing models**/**schedules**, and **MSRP product selling strategies**.
* **Operational Integration & Efficiency:** Successfully led the integration of operations teams within an accelerated **3-week inception-to-go-live model with CA storage**.
* **Cross-Functional Leadership:** Effectively managed and aligned teams across all functions, fostering collaboration and driving a culture of continuous improvement, innovation, and accountability.

**Mark Anthony Group, Iconic Wineries of British Columbia.** West Kelowna, B.C

*An Entrepreneurial Drinks Company Pioneering a Collection of Iconic Brands*

**Vice President, Operations January 2020 - March 2024**

Demonstrated expertise in multi-site management inclusive of the Supply Chain, Manufacturing and Operational functions of the domestical wine business, life cycle asset management (plan, acquire, use, maintain, and dispose), operational expenses, international procurement, contract negotiations, production and risk management. Critical to goal including aligning operational goals with the owner’s vision of building a legacy within the ultra-premium wine and spirit’s sector. Direct reports include leaders of manufacturing, supply chain, warehousing, engineering, manufacturing, and grounds/property management.

**Key Contributions:**

* **Strategic Operations & Planning: leading** **Sales and Operations Planning (S&OP)** processes, aligning key business functions to improve **accountability**, **transparency**, and the visibility of opportunities and risks. Directed **Portfolio, Demand, Supply, and Integrated Reviews**, ensuring operational strategies were fully aligned with business objectives.
* **Team Development & Leadership:** Built and coached a **high-performing team**, ensuring alignment with the owner’s vision of creating a world-class legacy. Focused on fostering a culture of engagement, accountability, and operational excellence.
* **Regulatory Compliance & Quality Management:** Led the successful implementation of **Quality Management Systems (QMS)**, including **HACCP** and **Eco Certification**, directly supporting the export strategy and improving the overall product quality, with a focus on maintaining the highest industry standards.
* **International Market Expansion:** Supported the successful launch of **Whisky** to key international markets including the **U.S.**, **Europe**, and **Australia**, ensuring production and supply chain capabilities met international distribution standards and demand expectations.
* **Risk Management & Business Sustainability:** Conducted comprehensive **risk management assessments**, developing strategies and programs to ensure operational resilience and business sustainability across volatile markets, including disruptions caused by **COVID-19**.

**Leadership in Action:**

* **Operational Strategy & Growth Readiness:** Implemented strategic goals through **annual improvement targets** and translated them into actionable **Operational Strategic Goals and KPIs.** Developed business tools such as **S&OP, allocation models,** and **export preparedness** to ensure scalability and operational readiness for growth in production, distribution, and direct-to-consumer strategies.
* **Capital & Technology Investment: Implemented and** Led the strategic use of capital to invest in essential tools and technology, ensuring winemaking and hospitality teams were equipped to meet **long-term capacity requirements,** return on investment, enhance **product quality**, and build necessary **infrastructure** for sustained growth and ensure business continuity.
* **Cost Optimization & Supply Chain Management:** Achieved **$1.7M in savings** through **strategic sourcing initiatives**, including supplier negotiations, tendering processes, and qualification. Delivered a **12.5% reduction in COGS** within one year, and a further 6% in year 2 while defending cost savings and ensuring supply chain continuity through disruptions during Covid.
* **International Supply Chain Management:** Supported **international business expansion**, generating an estimated **$700K savings** in raw materials through **effective tendering** and negotiations for the brands of **Bear Face Whiskey** and **Dillons Distilleries**.
* **Operational Excellence & Lean Methodology:** Utilized the **seven core pillars of Operations Excellence** and **Lean Methodology** to transform the operations team, improving **quality,** **productivity,** and **costs** while driving continuous improvement. Focused on developing strong leaders and decision-makers across the organization, empowering teams with the tools and knowledge necessary to execute business strategies effectively.
* **Continuous Improvement & Innovation:** Created a culture of **continuous improvement** that extended from the operations floor to the boardroom.

**Canopy Growth Corporation, General Manager,** Delta B.C.

*A Leading Global Cannabis Company*

**General Manager, Delta Site June 2019 - January 2020**

* Leadership Scope: Relocated to Delta, British Columbia to join the organization providing supply chain expertise for the largest cannabis grow operation, encompassing forty acres of greenhouse space 52,000kg of dry flower per year.
* Key Deliverables: Led six direct reports, including the Master grower, IPM team (Quality), Trim, Inventory and Continuous Improvement teams. Engaged in operational strategies to improve practices critical quality and volume targets.
* Leadership in Action: Reduced operational budget costs from $58MM to $43MM per year through the development and execution of strategies, including reallocation of assets and re-structuring of human resources. Improved the critical metrics of the site from a national rating of #8 out of 9 facilities to position #3 for quality, schedule adherence and output.

**Arterra Wines Canada, Inc.** NiagaraFalls, Ontario **2000 - 2019**

(Constellation Brands Canada, Inc.; Vincor International)

*Winery and Retailer Operating Eight Wineries and Over 1,700 Acres of Premium Vineyards in Canada's Wine Regions.*

**General Manager, VP of Operations, Ontario Operations 2016 - 2019**

**Director of Operations 2009 - 2016**

**Manager - Winery Operations, Plant Manager 2007 - 2009**

**Production Manager 2003 - 2007**

**Production and Warehouse Supervisor 2000 - 2003**

From supervisor to the executive office through two acquisitions, progressive leadership positions arriving at the destination of VP and General Manager of Ontario Operations, responsible for $58MM in operating expense and $490MM of finished goods production per year. Steered operational and vertically integrated end-to-end supply chain management strategies and ensuring effective allocation of expenses, capital, labor, and resources through a lean principal approach to manufacturing and supply chain systems/programs.

Key Deliverables: Full leadership responsibilities from agriculturally grown to customer, guiding 11 direct reports, 240 employees and 6 sites, three collective agreements, ensuring compliance with all operational requirements including safety, quality, productivity, and supply. Integrated and executed programs and systems that drove business sustainability, adaptation, improvement, and expectations inclusive of Quality Management Systems (ISO 9001:2000 and HACCP), operational ERP design (Oracle), JDA (Supply/Demand software), Sales and Operations Planning (S&OP), and business specific long term supply planning. Led value stream mapping, balanced scorecards, facilities performance, activity-based costing, technology, tendering, new contract management and re-deploying/optimizing assets/processes. Delivered leadership with a focus on ensuring business sustainability, utilization of capital, and year-over-year quality trend reduction to achieve financial plans and cost reduction strategies.

Leadership in Action: Utilized capital, analyzed, and led P&L savings in SG&A through a $5.6MM renovation budget to increase human resource capacity and improve the corporate office space (40,000 sq ft). Negotiated a $1MM annual reduced lease expense and $260K savings in outside storage costs, as well as an incremental $400K expense savings in freight and warehousing, increasing capacity of a 160,000 sq ft warehouse. Successfully delivered products with greater than 99.3% fulfillment levels for three channels including the LCBO, retail, and direct-to-customer (DD). Delivered effective lane management, tendering, optimization of internal business processes, MRP configuration, and team/individual development and accountability. Received LCBO Supplier of the Year Award (Elsie’s) three times, with the most recent in 2018 for Supply Chain excellence.

**Education**

**University of British Columbia (presently enrolled)**

RED program – PGVC – Post Graduate diploma in Valuation Certificate- AAIC designation

**Niagara College (select classes to enhance knowledge)**

Wine making, level 1 and level 2 (red, white and sparkling wine making), Viticulture

**Black Belt, Lean Six Sigma Certification**

Avetta Business Institute

**Master of Business Administration (MBA)**

Athabasca University, Calgary, Alberta

**WSET – Level 2**

**Chemical Technologies, Biochemical Engineering Diploma (A.Sc.T)**

Algonquin College, Ottawa, Ontario