

Lawrence Magny, MBA

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**VP of Operations
Black Belt – Lean Six Sigma Certified**

Supply Chain and Operational Excellence exceeding in Organizational Strategy development and implementation, with a proven track record of results focusing on short- and long-term Strategic Planning, improved customer relations, Process and Continuous Improvement, and Organizational Optimization within a completely Vertically Integrated Businesses.

Demonstrated success in Supply Chain Management and Manufacturing in a complex Supply Chain, emphasizing disciplined leadership and ensuring seamless end-to-end supply chain efficiency, from raw material input to the customer. Additionally, proficient at Strategic Financial Leadership, optimizing Production and Manufacturing processes, negotiating and leading Vendor and Procurement operations, streamlining Logistics and Distribution, and implementing rigorous Quality Assurance and Management Systems to mitigate losses.

Prioritizing the establishment of high-performing teams dedicated to achieving operational excellence and fostering sustainable cultures characterized by safety, quality, productivity, risk management, and value enhancement and value engineering.

Skilled in driving improvements across processes, fostering a culture of innovation, operating in regulated industries, and refining customer service approaches. Renowned for aligning strategies with the organization's core vision and mission, pinpointing growth opportunities, enhancing customer satisfaction, and reducing non-value-added costs.

Unique Value Proposition

Executive Proficiency: Creating, aligning, executing and improving operational and business strategies ensuring compliance with organization goals, effectively and efficiently deploying teams grounded in operational and supply chain excellence inclusive of the customer, strategic performance metrics and KPIs, process optimizations, quality and regulatory compliance, operational discipline, risk management, and rigorous financial controls, and aligned to growth strategies of the business

People Builder & Supporter with a concentration on creating leaders and decision makers aligned to business value creation through individual personal development plans and strategic/stretch goals, coaching and mentoring, business sustainability and succession planning, emerging opportunities and engaged people.

Alliance Developer & Valued Partner building collaborative relationships leading or supporting internal and external stakeholders as well as seeking new technologies, packaging and innovations to enhance existing processes and products, while maximizing assets.

Financial Ownership with results that maximize revenue and reduce costs while maximizing growth of the supply chain through stringent financial analysis, capital management, increase capacity, reduced costs, or innovation and new potential markets.

Professional Experience

Novem Pharmaceuticals, Kelowna, BC

Chief Operations Officer

July 2024 - Present

Implementation of Operational programs in startup supply chain and manufacturing operations with a focus on creating and implementing programs, teams and developing individuals to achieve company

success. In this short term, supported and implemented programs including CFIA – Safe Food for Canadians (PCP), CTLS processing licensing with Health Canada and at the onset of GAP (Good Agricultural Practices) in efforts to support the variety of customers we serve, or intend to serve. Performed a financial review to create pricing strategies for both services and innovated products, pricing schedules, MSRP product selling schedules, and the financial assessment of an M&A through an integrated pro-forma financial review and a forward-looking FP&A, as well as a successful integration of the operations team within a 3-week inception of concept to go live model. Improved operational efficiencies, focused on maximizing capacity and increasing schedule efficiency.

Mark Anthony Group, Mission Hill Family Estate Winery, West Kelowna, B.C

An Entrepreneurial Drinks Company Pioneering a Collection of Iconic Brands

Vice President, Operations

January 2020 - March 2024

Leadership Scope: Oversaw 5 cross-functional direct reports and integrated best-in-class supply chain management and manufacturing management principles ensuring core operational programs are executed and improved with responsibilities of \$11M operating expense, \$7.5M capital, and \$5M in bulk and raw materials. Critical to this role is the focus of the owner's vision of creating a legacy through ultra-premium wineries with a

focus on putting the Okanagan wine industry on the world stage. Effective integration of new business units into the existing architecture, including all back-office operations and strategic procurement of materials and value engineering to maximize profitability.

Key Contributions

- Sales and operations planning and implementation, to align cross-functional business units, improving accountability, business transparency, visibility of opportunities and risks for the business inclusive of Portfolio, Demand, Supply, and Integrated Review.
- Creating and coaching a high-performing team of highly qualified and engaged team members, focused on a foundation to meet the proprietor's vision.
- Successful completion of Quality Management Systems, including HACCP and EcoCert Certification, supporting Export Strategy and improving quality.
- International supply production and launch of Whisky to target distribution points in US, Europe, and Australia.
- Risk Management assessment with strategies and programs to ensure business sustainability.

Leadership in Action

Implemented Strategic goals through yearly improvement targets and translated through Operational Strategic Goals and KPI's inclusive of:

- Create readiness of the operations team for growth through the creation of business tools (S&OP), allocation models, export preparedness, distribution, E-com, and direct-to-consumer strategies.
- Strategic use of capital to provide the necessary tools and technology for winemaking teams, guest services and hospitality teams to meet long-term capacity requirements, quality improvements and infrastructure needs.

Analyzed and executed raw material cost savings through tendering, new supplier negotiation and qualification with successful examples of decreasing COGS by 12.5% in one year.

- Achieved \$1.7MM in savings through strategic sourcing initiatives.
- Defended savings and maintained strong supply through disruptions of the supply chain (COVID).
- Supported international business with savings of an estimated \$700K in RM through effective tendering (Bearface Whiskey and Dillons Distilleries).

Utilized seven core pillars of Operations Excellence Principles and Lean Methodology to transform the operations team and achieve Core Operational Strategies.

- Developed the team by creating strong leaders and decision-makers with operational imperatives, knowledge, business tools and best practices allowing for a cohesive team focused on the customer, quality, productivity and costs.
- Created Critical KPIs aligned to Business strategic objectives and Operational Core strategies with successful results and further opportunities for improvement.
- Innovated programs for Continuous Improvement from the operations floor through to the board room through engagement and challenges.

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 British Columbia to join the organization providing supply chain expertise for the largest cannabis grow operation, encompassing 40 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. Niagara Falls, 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.***Vice President/General Manager 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**

Leadership Scope: From a supervisor to the executive office and 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 grape to customer, guiding 11 direct reports, 240 employees and 6 sites, three collective agreements, ensuring compliance to 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 defect reduction to achieve financial plans and cost reduction strategies.

Leadership in Action

Utilized capital, analyzed, and led a 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

AAIC – Post Graduate certification in Valuation (presently enrolled)

UBC – Sauder School of Business

Winemaking – Level 1, Level 2, Viticulture

Niagara College

Black Belt, Lean Six Sigma Certification

Aveta Business Institute

Master of Business Administration (MBA)

Athabasca University, Calgary, Alberta

Chemical Technologies, Biochemical Engineering Diploma

Algonquin College, Ottawa, Ontario