

Michael Morrison, B.Sc.

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PROFILE

A customer-orientated grain marketer with seven years' of industry experience. Motivated by bottom-line results and strengths highlighted by a positive approach to challenges while welcoming change. Skilled at identifying opportunities for customers thereby generating revenue for their income statements. Able to drive deadlines as a team player and takes ownership of responsibilities. Excels at determining risk through calculated analysis of supply and demand, price analysis and freight arbitrage.

SELECT ACCOMPLISHMENTS

- Exhibited initiative by stepping up to volunteer as G3 Brand Ambassador to assist company with improving employee morale and company branding. Explored current state through discussion and formalized a series of group presentations discussing strategy. Resulted in an increase in employee engagement observed immediately and strategy for moving forward as a company was implemented.
- Assisted with Bunge Western Grain Elevator expansion to determine feasibility to build a grain elevator. Performed data analysis to extrapolate grain production numbers as an input for a discounted cash flow model. Utilized Statistics Canada and Agriculture Canada vegetative growth data to investigate potential build sites resulting in a complete business case for company to move forward with.
- Researched, built and implemented effective strategy for buying grain directly from farmers rather than through trade. Built multiple relationships with external business partners, including railways. Strategy communicated to Quebec City terminal which resulted in export of grain indicating strategy was viable.
- Builds and maintains internal and external business relationships through natural ability to put contact at ease during phone conversations, face to face interactions or written communication. Enjoys cold calling and consistently successful in determining customer needs and business opportunities.

PROFESSIONAL EXPERIENCE

G3 Canada Ltd.

2015 – 2018

PRODUCE CAR TRADER

2017 – 2018

FEED GRAINS TRADER

2015 – 2017

- Created successful customer base for company by researching production areas that had historically provided grain requirements. Built business relationships with producers and maintained call lists for future contact when grain elevator was to be built.
- Created and communicated required internal processes for procuring feed grains to country elevator staff.
- Negotiated freight rates with trucking dispatch and researched and analyzed carriers based on set performance metrics including on-time delivery, customer relations and cost of service.
- Developed feed grain program through process of determining supply and demand. Reached out to end users to determine needs with respect to grain and any potential opportunities. Liaised with grain buyers to establish prices and ensured balance was met for both interested parties. Sent offers of sale to new feed grain customers.

Bunge Grain Canada

2011 – 2015

TRADER**2013 – 2015****JUNIOR TRADER****2011 – 2013**

- Researched geographical area to determine areas of opportunity for procuring grain from local producers. Used innovative strategies such as speaking with local truckers or farm supply dealers to locate producers. Took time to learn about farm operations in area by building relationship with farmer.
- Sold producer loaded cars to new markets and customers. Researched geographical region and located mills in area to identify cereal grain buyers. Successfully built relationships with mills in area.
- Managed and carefully tracked risk in grain contracting process by utilizing futures hedging program.
- Developed marketing strategies through supply and demand analysis for speculative trading positions in both futures and cash markets.
- Prepared and recorded data of monthly market exposure including open purchases, open sales contracts and futures position. Processed end of month report which detailed financial health of contracts.

Canadian Wheat Board

2009 – 2011

ADMINISTRATIVE CLERK

- Utilized database system for phone engagement with farmer customers which allowed for quick processing and location of required information.
- Processed grain contracting data reports and analyzed each for accuracy. Reports forwarded to Risk Management Department which assisted in making accurate financial decisions.

EDUCATION AND PROFESSIONAL DEVELOPMENT

B.Sc. Agribusiness, Economics Major

University of Manitoba

Canadian Securities Course (CSC)
Canadian Securities Institute