

Dale Kobelsky

Head of Marketing, Crop Protection, for Syngenta Canada

As Head of Marketing for Syngenta Canada, Dale Kobelsky leads a team of more than 50 marketing professionals, driving customer engagement and commercial strategy with a strong belief that data-driven decision-making will revolutionize how farmers manage and grow their operations.

Dale's roots in agriculture run deep, having grown up in Saskatchewan and built an early career in ag retail before earning his agriculture degree from the University of Saskatchewan. This foundation gave him a firsthand understanding of the industry and the customers he would go on to serve throughout his career.

Over the years, Dale has held a broad range of marketing roles, including Customer Insight Manager, Head of Customer Relationship Management (CRM), and Product Lead, developing a well-rounded expertise across the marketing discipline. He also spent six years as Director of Strategic Insight at a marketing firm in Ontario, where he dedicated significant time working directly with farmers to understand how they run their operations and the motivations behind their decisions – an experience that deeply shaped his customer-first perspective.

Prior to his current role, Dale served seven years as Head of Syngenta Professional Solutions in Canada, leading the division responsible for Turf, Pest Management, Ornamentals, and Vegetation Management, where he honed his ability to lead diverse, specialized business units.

Dale brings a unique combination of on-farm empathy, commercial acumen, and analytical thinking to his leadership of the Syngenta Canada marketing team.

Syngenta Canada is an agribusiness whose ambition is to be the most collaborative and trusted team in agriculture, providing leading seeds and crop protection innovations to enhance the prosperity of farmers and ensure the continued sustainability of agriculture.

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