

David Hoar

Head of Sales, Crop Protection, for Syngenta Canada

David Hoar is the Head of Sales, Crop Protection, for Syngenta Canada where he leads the national sales and key account teams who are responsible for delivering an excellent customer experience for grower and retail customers to enable them to grow their best crop.

David joined Syngenta in 2002, beginning his career as a Territory Manager in East-Central Alberta. In 2004, he transitioned into the Marketing Department, where he managed the Pulse Crop portfolio as well as glyphosate, fungicides, and insecticides for the Canadian business. In 2007, David was promoted to District Manager, marking the start of a strong focus on people development, leadership, and sales optimization. He was named Head of Key Accounts in 2023, leading the development and implementation of our retail strategy, which focused on strengthening partnerships with customers, and aligning commercial priorities with their needs. In this role, David championed business improvement initiatives that increased data utilization and enhanced decision-making across the organization.

David has a Bachelor of Science in Agricultural Sciences from the University of Alberta.

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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