



# Media Release

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## Holstein Canada Appoints New Chief Executive Officer

**Brantford, ON, April 10, 2023** – On behalf of the Holstein Canada Board of Directors, President Ben Cuthbert is pleased to announce that Sartaj Sarkaria has been selected as the next Chief Executive Officer. Sartaj will start in her new role on May 1.

Coming from a farming family, where she first learned the values of hard work, collaboration and adaptability, this appointment provides Sartaj the opportunity to draw on her roots, while she leverages her Association-related experience and education.



Sartaj spent the past five years working with the Canadian Marketing Association (CMA) where, most recently, she served as Chief Operating Officer and Chief Diversity Officer. While working there, she developed an appreciation for serving a pan-Canadian, membership-driven, Board-led Association through partnerships and effective communication. “In a rapidly changing industry, Sartaj brings the right mix of experience, expertise, and people-first approach to guide Holstein Canada towards achieving our strategic objectives. I know she will listen well and help us stay connected to our members”, said President Ben Cuthbert.

Sartaj is an accomplished national executive who thrives on enabling others and working as a team. Her leadership style, anchored in diplomacy and analytics, has helped her guide the implementation of innovative programs and services aligned with organizational goals.

Everyone at Holstein Canada will benefit from Sartaj’s many years of experience in Corporate Business Planning, Governance, Diversity Equity and Inclusion and Human Resources management. This experience is backed by a solid set of credentials, including a Doctorate from the University of Toronto’s Faculty of Law. Sartaj also holds designations from the Governance Professionals of Canada and the Human Resources Professionals Association where she was recently appointed to the National Board.

Holstein Canada is happy to welcome this dynamic and proven leader. Please join President Cuthbert and the Board of Directors in welcoming Sartaj Sarkaria to the Holstein family and our vibrant Dairy Industry. Sartaj welcomes the opportunity to connect, please do not hesitate to reach out to her at [s.sarkaria@holstein.ca](mailto:s.sarkaria@holstein.ca).

### About Holstein Canada

Holstein Canada has 9,200 members and is responsible for the maintenance of the Holstein HerdBook under the Federal Animal Pedigree Act of Agriculture and Agri-Food Canada (AAFC). The Association offers many services to its members to help them evaluate, select and improve their herds through genetic improvement programs. For more information, [visit our website](#) or follow us on [Facebook](#), [Instagram](#) and [Twitter](#).

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