

Joe Dales
Co-founder and Senior Vice President
Farms.com Ltd.

At Farms.com, Joe is responsible for the overall business strategy, marketing and many of the new innovative business development initiatives.

Education:

Joe is a graduate of the University of Western Ontario with an Honors Bachelor of Science in Chemistry and has graduated with an MBA from Wilfrid Laurier University.

Professional Career:

Joe has worked for a number of the world's leading life science companies, including Pfizer, ConAgra, First Line Seeds (Monsanto), Syngenta and Cyanamid (BASF) in sales, marketing and management positions.

Entrepreneurial Career:

In 1997, he began developing the idea for an internet enabled agriculture business and founded eHARVEST.com. As President and CEO, the company grew quickly and through a number of strategic deals raised three rounds of venture capital and became FARMS.com. Farms.com Ltd. has matured into a growing company with 90 employees and has customers around the world for its wide range of innovative products and services.

Renewable Energy Focus:

In 2005, Farms.com purchased a 2,000 acre farm in Port Dover, Ontario where it has been developing a major wind generation power project. The company also has recognized the potential of agriculture's involvement in the energy sector and is investing in projects dealing with biomass, biogas and biodiesel production.

Joe has personally invested in 7 innovative technology companies and is a board member and advisor for several more organizations such as Canterra Seeds Ltd. and the Ontario Pork Industry Council. He lives and works in London, Ontario with his wife Sandra and two children.