

Glacier FarmMedia's Lynda Tityk honoured as 2020 Agri-Marketer of the Year

WINNIPEG, November 19, 2020 – After many years of dedication to the business needs of Canadian farmers, one of the industry's leaders has received the highest recognition from her peers.

Lynda Tityk, Executive Vice-President of Glacier FarmMedia, has been recognized as the 2020 Agri-Marketer of the Year by the Canadian Agri-Marketing Association (CAMA).

The award, announced during the online Best of CAMA gala this afternoon, recognizes innovative leadership and exceptional performance in facing the challenges presented by marketing in today's constantly changing agricultural world.

For Lynda, this recognition is a high point of a 30-year (and counting) career in advertising, publishing and event management. Despite many changes over time in how farmers access and use information, Lynda's guiding light has remained constant.

"Throughout my career, it has been a great privilege to serve Canadian farmers," said Lynda. "Today, as always, farmers are at the heart of what we do. That is the culture of GFM and I have been determined to live up to that."

Lynda began her career in 1990 in classified ad sales at the Manitoba Co-operator, rising quickly to become the publication's marketing manager just 10 years later. In 2002, she and five colleagues launched Farmers Independent Weekly as a new publication for Manitoba farmers. Lynda joined Farm Business Communications when it purchased the publication. Farm Business Communication later became Glacier FarmMedia.

As Western Producer and other brands joined the Glacier FarmMedia family, Lynda led the group in bold new directions. Ag in Motion (plus this year's digital version), Discovery Farm, Farm Forum Event and others have connected farmers and agribusiness in innovative ways. In 2020, the COVID-19 pandemic prompted a sudden pivot to holding these and other events online. Lynda's leadership was instrumental in making this one-year adjustment successful.

"I am humbled and honored to be recognized as this year's Agri-Marketer of the Year," she said. "Success is never about just one person. We have a great team of people at Glacier who believe deeply that the farmer is at the heart of everything we do. We'll keep working with that idea top of mind."