



Bill Greuel
CEO,
Protein Industries of Canada

Bill's combined passions for agriculture and innovation were the driving forces behind his career. Initially, this led him to private sector jobs at a biotech start-up, in the canola industry and at a large multi-national agriculture company. Bill then transitioned to the Saskatchewan Ministry of Agriculture, where he worked as a Provincial Oilseed Specialist, Research and Development Manager and Executive Director of Crops and Irrigation Branch before accepting the role of Assistant Deputy Minister, Regulatory and Innovation.

While growing up on a farm and throughout his career, Bill saw first-hand the opportunity for growth in Canada's agriculture industry. As CEO of Protein Industries Canada, Bill helps Canada's plant-protein sector realize this potential by leading the development of Protein Industries Canada's programs, resources and initiatives. His efforts have also helped make the Supercluster an instrumental player in the plant-protein landscape.