

## Biographies

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### Dr. Shari van de Pol

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Dr. Shari van de Pol is a leading voice in Canada's ag-tech movement, blending deep technical expertise with a passion for practical, on-farm impact. With degrees in Computer Engineering from McMaster University and Veterinary Medicine from the Ontario Veterinary College, she brings a rare and powerful cross-discipline perspective to the dairy sector.

As the founder and CEO of CATTLEytics, Shari is helping redefine how dairy farms operate. Her award-winning platform creates a digital twin of each farm, enabling producers to streamline staff communication, manage tasks and schedules, integrate data sources, and use AI-powered models to predict health, reproduction, and economic outcomes.

Under her leadership, CATTLEytics has been recognized as one of Canada's top agri-tech innovators — helping farmers reduce costs, improve animal care, and boost sustainability. Shari's work has been featured on Bloomberg News, on Dragon's Den, and at major industry events across North America. She's the recipient of numerous accolades, including the RBC Innovation Award, the 2024 Tech for Good Award, and Entrepreneur of the Year by WCT.

At its core, Shari's mission is simple but transformative: give dairy producers the tools to make smarter decisions — and help farms thrive in a changing world.