

CAMA NATIONAL HONOUR ROLL RECIPIENT

The National CAMA Honour Roll award recognizes the contributions and commitment of a CAMA member towards building the **Canadian Agri-Marketing Association**. The award takes into account the honoree's investment and dedication to the betterment of CAMA.

In just three years as a member of CAMA Manitoba, **Hiten Shah** has emerged as a driving force for the organization, while building a diverse, impactful career. He's a member whose contributions deserve recognition today and an agri-marketing professional whose career path is clearly one to watch.



Hiten Shah

In 2009, Hiten graduated from the **University of Manitoba** with a Bachelor of Science degree in Agricultural Economics, Marketing and Business Management.

After gaining experience in the grain business as a Quality Control and HACCP coordinator, Hiten then dove into more marketing-focused roles. He notably started into more of a marketing role with **Kenna** as an Account Manager, which then led him to **Issues Ink** for almost five years, initially in account management and later as Director of Sales.

Hitting his stride in the field of agriculture-related sales, Hiten moved to *The Western Producer* as a Territory Manager in 2016.

Hiten joined CAMA Manitoba in 2018, taking charge of the



Membership portfolio with responsibility for member retention and attraction. He took active ownership of this role from day one, showing his passion for agriculture, CAMA Manitoba and its members.

Hiten proactively and diligently works on his portfolio. He has recently decided to accept the role of Vice President, showing his continued dedication to the further growth of CAMA Manitoba.

Hiten collaborates with his fellow directors to ensure he's equipped with a current prospective member list.

Membership prospects now include companies within the entire food system. He is also diligent in ensuring lapsed members are aware of the benefits of CAMA.

Due to his unwavering commitment to membership sustainability and growth, which consists of ongoing conversations with existing, past and prospective members, the Manitoba chapter now boasts the largest number of members in its history.

Outside of his portfolio responsibilities, Hiten actively supports all the

chapter events. He makes a point of arriving early to ensure he can greet each attendee at the door by name, and in some cases, gently remind them if their membership is coming up for renewal.

As Vice President, Hiten has created a next level of commitment to his role in CAMA, both regionally and as an active participant on CAMA's National Board.

On behalf of everyone involved in CAMA Manitoba, we congratulate Hiten Shah on his recognition as CAMA National Honour Roll recipient for 2021. **AM**



Shah and the Honour Roll certificate.