

## **FOR IMMEDIATE RELEASE**

### **GSD Strategies Welcomes John Schmeiser as New Associate**

Regina, Saskatchewan – March 3, 2025 – GSD Strategies is pleased to announce that John Schmeiser, former Chief Operating Officer of the North American Equipment Dealers Association (NAEDA), will be joining the company as an associate. John brings a wealth of experience and a proven track record of leadership in government relations, governance, strategic planning, international business development, operations, and policy development.

Born and raised in Saskatchewan, John grew up in Bruno where he developed a strong connection to his community and a deep understanding of the local industry landscape. His roots in Saskatchewan have shaped his decisive leadership style, enabling him to effectively guide organizations toward their goals while fostering a sense of community and collaboration.

"We are thrilled to welcome John to GSD Strategies," said Jason Wall Principal of GSD Strategies. "John has been actively involved in the political landscape of Saskatchewan since the 1980's. He has contributed to various political initiatives and has worked closely with politicians and government officials to advocate for policies that support the agricultural and equipment dealer industries. His political background has given him valuable insights into the regulatory environment and enhanced his ability to navigate complex policy issues."

"I am excited to join GSD Strategies and contribute to the company's mission of driving strategic growth and innovation. I look forward to leveraging my experience in government relations, governance, strategic planning, and policy development to support our clients and help them achieve the outcomes they have defined for GSD," said Schmeiser.

In his role with NAEDA, Schmeiser provided his deep expertise for the benefit of equipment dealers throughout Canada and the United States for more than 30 years. Schmeiser's efforts and leadership were also instrumental in driving the important consolidation of equipment dealer associations that has resulted in a stronger association organization that today is responsible for government affairs and manufacturer relations for the benefit of equipment dealers at the federal level in both Canada and the United States as well as across 9 provinces and 40 states.

Even though he was based in Kansas City, MO for the past 10 years, during this time Schmeiser also served on several boards in Saskatchewan. These included the Saskatchewan Opportunities Corporation (Innovation Place) where he served as the

Chair of the Human Resources & Governance Committee. Schmeiser was the longest-serving board member at Innovation Place before its amalgamation into Innovation Saskatchewan. He also served as the Chair of the Board for the Saskatchewan Scrap Tire Corporation (SSTC). He led consultations on the future of SSTC, which resulted in the decision to wind down the corporation and transfer its assets and intellectual property to the new entity, Tire Stewardship of Saskatchewan. Schmeiser also served on many advisory committees at Saskatchewan Polytechnic and currently serves on the fundraising committee for the colleges' new campus build in Saskatoon.

These roles highlight John's extensive experience and commitment to governance and strategic leadership within the province.

For his contribution and leadership in agriculture and other important sectors in the province, Schmeiser was awarded an Honorary Degree in Applied Sciences from Saskatchewan Polytechnic and awarded the Queen Elizabeth II Platinum Jubilee medal.

Schmeiser is a seasoned leader whose extensive background spans multiple sectors. He has demonstrated a strong ability to guide organizations toward growth and sustainability. With an inclusive and decisive leadership style, John excels at team dynamics, fostering innovation, and driving organizational success. His strategic planning acumen allows him to anticipate industry trends, assess risks, and implement forward-thinking initiatives that align with long-term goals.

Operational efficiency is a cornerstone of his expertise. He has successfully streamlined processes, introduced cost-saving measures, and optimized productivity through data-driven decision-making. His facilitation skills enable him to lead complex discussions, build consensus, and navigate challenging decision-making environments. Schmeiser is well-versed in transparency, accountability, and ethical leadership in governance. His policy and procedural development contributions ensure compliance, mitigate risks, and enhance operational excellence. His experience in Crown sector board leadership has also equipped him to balance public sector mandates with fiscal responsibility and stakeholder engagement.

"John's diverse expertise in business and politics and his great leadership qualities make him a valuable asset to our team at GSD Strategies. We are confident that his contributions will drive efficiency, strategic alignment, and sustainable growth for our clients." Said Joel Peterson, Principal of GSD Strategies. "His experience makes him a valuable asset to any organization. GSD Strategies looks forward to John's positive impact on the company and its clients.

For more information, please visit [www.gsd-strategies.com](http://www.gsd-strategies.com).