

SUDEEPTA (SU) MOHAPATRA

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SUMMARY

Strategic agribusiness professional with 15 years of experience across agri-tech, market research, and regulatory innovation. Currently leading strategy and operations at AgriAssure, a Calgary-based startup simplifying cross-border compliance for agri-food imports using SaaS tools. Formerly at Nutrien, delivered global agricultural market forecasts and trend analysis to support executive decision-making. Holds an MBA in Global Energy Management & Sustainability from Haskayne and a B.Sc. in Agriculture. Skilled in innovation strategy, market intelligence, and stakeholder engagement, with strong ties to Alberta's agri-innovation ecosystem.

SKILLS

Data Analysis
RFI, RFQ, RFP
Financial Modeling

Contract Management
Market Intelligence
MS Office Suite

Liaison & Negotiation
Client/Suppliers Relationship
SQL, Tableau, PowerBI, Salesforce, Apollo

EDUCATION

- **MBA:** Business (GPA: 3.6/4.0)
(*Specialization in Global Energy Management and Sustainability*)
Haskayne School of Business, University of Calgary - Calgary, AB
- **B.Sc.** Agriculture (OGPA: 8.0/10)
Orissa University of Agriculture and Technology, India

WORK HISTORY

Canadian Association of Land and Energy Professionals (CALEP), Calgary, AB

June 2025 to

Present

<https://www.landman.ca/>

- Lead CALEP's communications strategy to enhance visibility, media relations, and industry engagement.
- Create and share content across digital and print platforms, ensuring consistent brand messaging.
- Plan and execute marketing campaigns to promote events and attract new members.
- Manage social media presence and use analytics to optimize engagement.
- Collaborate with teams and stakeholders to deliver member communications and event promotions.

AgriAssure, Calgary, AB

May 2025 to

Present

<https://www.agriassure.com/>

Lead - Business Strategy and Operations

- Lead customer discovery and feedback processes to shape product-market fit of SaaS platform.
- Own CRM operations in HubSpot/Salesforce; manage lifecycle from prospecting to onboarding.
- Devise GTM strategy and design GTM content, social campaigns, and investor collateral to support business growth.
- Represent brand at events; deliver product demos and generate qualified leads.

Nutrien Ltd., Calgary, AB

April 2022 to Nov 2024

<https://www.nutrien.com/>

Sr. Analyst, Market Research

- Tracked and predicted short to long-term trends driving the future direction of the global agriculture industry to support financial forecasts and corporate strategy.
- Developed and tracked key industry metrics and created Excel/PowerBI models to estimate and predict crop input expenditure in North America (for grains and oilseeds) and other key crop input markets globally.
- Worked with Nutrien's leading Ag Solutions (Retail) business to gather and aggregate market intelligence, identifying and analyzing emerging agricultural market trends and developing market research to support the Retail business and strategy. Gathered and disseminated agricultural market research and combined Nutrien's market leading in-market agriculture and crop input intelligence with fundamental analysis to develop short, medium and long-term forecasts.
- Analyzed the key drivers and forecasting North American and global crop input demand.
- Reviewed crop area and application trends in key markets globally and forecasting short, medium and long-term crop nutrient demand, feeding into Nutrien Market Research's long-term nutrient supply and demand models.
- Worked with Retail Financial Planning and Analysis group to support financial forecasts based on underlying fundamentals in key geographies. Tracked agricultural policy developments in key markets and projected the impact on grower profitability, sentiment and crop input demand. Presented agriculture and crop input market outlooks and

supported the development of presentation materials for Nutrien's Senior Leadership, Investor Relations and Sales as well as other internal and external stakeholders.

**Nutrien Ltd., Calgary, AB
2022**

Sep 2021 to April

Co-op Student, Corporate Development and Strategy

- Assisted with a variety of projects, ranging from business analytics, economic analysis, and market research
- Applied financial and data modeling techniques to support decision-making in a real-world setting.
- Supported senior team members to complete market research initiatives using industry knowledge, supported the implementation of strategic goals. Gathered and analysed data for competitors' analysis and market intelligence.

NUS Consulting Group, Toronto, ON; Park Ridge, NJ, USA

May 2013 to Jan 2020

<https://www.nusconsulting.com/>

Analyst

- Performed market-research to review changes in energy markets and determined effect on clients' energy costs and availability of new opportunities for clients. Recommendations for clients helped them save hundreds of thousands of dollars.
- Developed dashboards and other analytical tools for performing analysis of client's energy costs for rate optimization.
- Performed audits of client's energy invoices/data to identify potential anomalies.
- Developed reports identifying results of audit, analysis, and research.
- Performed competitive bids analysis for energy purchased from third-party supplies in deregulated markets.
- Drafted RFI/RFQ/RFP and supplier contracts/power purchase agreements and analyzed their impact on clients.
- Prepared energy budgets for clients and analyzed variance of budget against actual.
- Updated and educated team on latest developments in wholesale electricity markets/ISOs.

**ABPS Infrastructure Advisory Pvt. Ltd. (ABPS Infra), Mumbai, India
2015**

Feb 2015 to July

Deputy Manager

- Analyzed tariff petitions of electric distribution utilities.
- Participated in technical validation sessions and public hearings of state electricity regulatory commission.
- Designed and developed financial models for tariff projection, in line with tariff regulations and policies of state.
- Drafted tariff order and rate sheets on behalf of state regulatory commission.

**GMR Energy Trading Ltd., Bangalore, India
2012**

Jan 2011 to Oct

<https://www.gmrenergytrading.in/>

Junior Manager, Power Trading & Regulatory

- Carried out daily power exchange operations (bidding, reporting, accounts settlement).
- Liaised with prospective buyers and sellers for bilateral trade and business development.
- Participated in tenders for medium- and long-term power procurement.
- Drafted Power Purchase Agreements (PPA) and Memorandum of Understanding (MoU)
- Updated the team on latest developments on the regulatory side and analyzed the impact of the regulatory developments on business.
- Analyzed draft regulations proposed by regulatory commissions, drafted comments and suggestions, and attended public hearings.
- Explored power distribution franchisee as a new business opportunity in a state in central India and was actively involved in due diligence.

**Noida Power Company Ltd., G. Noida, India
2010**

Dec 2008 to Dec

<https://www.noidapower.com/>

Executive-Procurement

- Analyzed bid offers from third party suppliers and liaised with traders and state power corporation for power supply agreements.
- Prepared Management Information System (MIS) reports.
- Performed trend analysis on electric demand patterns for demand forecasting.
- Documented work instructions and standard formats for power procurement.
- Assisted in the development of an SAP based intra-net power procurement platform in collaboration with IT department.
- Drafted portions of Annual Revenue Returns (ARR) filings submitted to state regulatory commission.

AWARDS, VOLUNTEER WORK AND PERSONAL INTERESTS

President, Haskayne MBA Society, Univ. of Calgary; represented Haskayne at Global Business Forum. Volunteered for Nutrien's United Way Campaign (\$200K raised) & causes like Calgary Food Bank, WINS. Semi-finalist, John Molson Case Comp 2022. Recipient of 3 grad scholarships for academics, energy sector work & community service. Published blogger on women/gender issues (Orange Flower Award 2018, Women's Web).