

Business Biography – Brian Sterling

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Brian Sterling is founding partner and President of SCS Consulting, an international management consulting company specializing in strategic issues concerning the food industry, including cannabis-infused products. Until 2021 he was acting Vice President of GS1's cannabis value chain optimization program aimed at creating a globally scalable traceability infrastructure for cannabis products in Canada.

He was previously first President and Chief Executive Officer Safe Food Canada, an organization dedicated to strengthening the quality and consistency of food safety education. For almost three years prior to that, he was Managing Director of the Global Food Traceability Center located in Washington, DC.

From 2006 to 2012, he was the first Chief Executive Officer of Ontario's food traceability company, OnTrace.

He has held senior management roles in several larger consulting firms, including IBM Canada and Fujitsu Consulting. He began his career with the DuPont Company.