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MetaFarms expands executive team to prepare for growth

Childs and Parker take on broader leadership roles

Burnsville, Minn.– [MetaFarms, Inc.](#), the leading information platform for agriculture, today announced that Alan Childs and Brian Parker have been promoted to new executive leadership positions to poise the company for further growth.

“As we look to the marketplace, we see a clear transformation in the sophistication and complexity of food production,” said Chad Becker, MetaFarms Chairman and CEO. “Putting in place key leaders in business operations and technology—the two pillars of the business—demonstrates their importance to our organization as well as the commitment to these competencies for our customers.”

Alan Childs, a company veteran of 17 years, has been promoted to Chief Technology Officer (CTO). Previously he served as vice president of information technology, a position in which he oversaw development of the MetaFarms platform and led the innovation stream with several value-driven products.

“You’d be hard pressed to match the Ag data technology knowledge of our own Alan Childs,” added Becker. “He’s the ‘go-to’ guy. Our customers rely on him, the swine and poultry industries know him and our staff looks to him. We’re proud to have him on our team.”

In his new position, Childs will combine his deep industry knowledge and thirst for new tech to oversee all aspects of the platform, development and IT infrastructure to keep MetaFarms on the forefront of capturing, integrating and leveraging data to power decision-making for leading livestock producers.

Brian Parker joined MetaFarms in September of 2015 as vice president of market development to lead strategic development of the livestock business unit, including marketing, sales, product management and customer success.

“We’re thankful Parker made the leap to Ag and to MetaFarms. He’s made a significant impact in his brief tenure,” said Becker. “His customer-focused and business perspective combined with his rigor to the process and people has bolstered innovation and our team’s ability to execute and deliver on our promises,” he added. “We all feel good about that. He has been a true asset to the company.”

In his new role as Chief Operating Officer, Parker will take on a larger role working with strategic partners and key customers as MetaFarms looks to expand its industry-leading platform deeper into the supply chain, as well as into other industry verticals.

“Great businesses are fueled by a dedicated team and connected customer base,” Parker said. “I’m grateful to have both with MetaFarms and appreciate the acceptance and openness with which I’ve been received. We’ve seen a marked increase in customer engagement which translates to increased value on their side while driving product development and innovation on our side.”

In addition to the newly formed positions, the company has plans to further build out its technical, sales and marketing teams as well as multiple new product releases in 2018.

“Expanding our executive leadership team is an important first step to executing an aggressive growth and development strategy for MetaFarms,” added Becker. “We’re looking at organic growth, further international expansion, vertical integrations and expansion of partnerships and acquisitions that align with our strategic vision. These leaders have proven their ability to execute and that’s what we plan to do.”

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About MetaFarms, Inc.

MetaFarms, Inc., founded in 2000, is the leading information platform for agriculture headquartered in Burnsville, Minnesota. The agtech company provides tools, benchmarking and services leveraging data to optimize production and maximize profitability in the livestock industry. With innovation and expertise, MetaFarms provides insights into the multi-level performance of production through a suite of customer-centric programs to translate complex data sets to meaningful metrics.

MetaFarms created the universal language for livestock performance powered by its MetaFarms Agriculture Platform (MAP), now considered the industry standard. MetaFarms has grown into the industry leader for livestock production management software services having insights into 40% of the US/Canadian swine population in addition to 50% of the swine population in Australia.

Photo outline:

Alan Childs, CTO

Brian Parker, COO

Photos courtesy MetaFarms Inc.

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