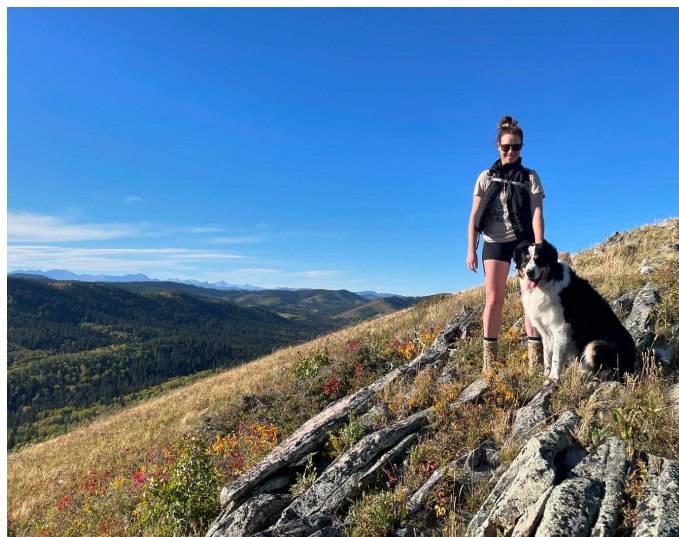
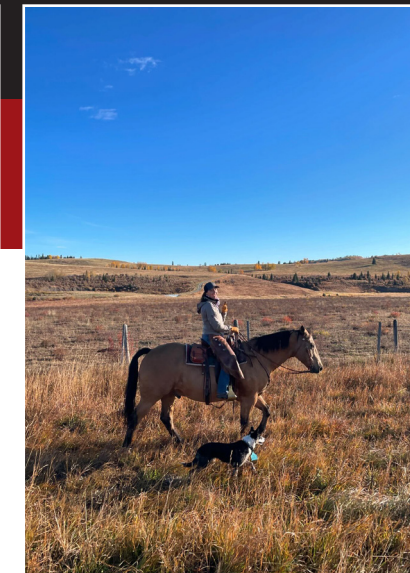


meet the

TEAM

Robyn Pigeon

Executive Engagement Manager
With Canadian Angus since January 2025



While many members may not interact with her directly, Robyn Pigeon plays a key role behind the scenes in keeping the Canadian Angus Association running smoothly.

As Executive Engagement Manager, Robyn works closely with the CEO, Board of Directors, staff, and regions to support governance, communication, and strategic initiatives across the organization. From coordinating board meetings and elections to organizing major events like the Annual General Meeting and National Convention, Robyn helps ensure that the Association's operations stay organized and connected.

Her role also involves maintaining relationships with regional Angus associations and key industry partners. Whether she's coordinating board materials or activities, managing media inquiries, planning member events, or overseeing special projects like the Association's office renovation, Robyn helps keep many of the moving pieces of the organization aligned.

"Members may not always see the work happening behind the scenes," Robyn says, "but a big part of my role is making sure information flows smoothly and that the board, staff, and members all have the support they need."

Rooted in Agriculture

Robyn's connection to agriculture began early. Raised in a farming family, she purchased her first herd at just eleven years old and spent much of her youth involved in 4H beef and light horse clubs, developing a lifelong connection to livestock and the agricultural community.

Her career path eventually took her across North America as a certified equine sports therapist, where she worked with high-performance equine athletes and developed a strong understanding of animal care and performance.

After years working within the equine industry, Robyn built an entrepreneurial career outside of agriculture, founding and growing a successful architectural salvage

business. Over the past decade, she became one of Alberta's largest suppliers of reclaimed materials and a well-known interior designer specializing in reclaimed and historic building elements. She sold the business in fall 2024 after establishing a strong reputation for quality and innovation. In addition to her business accomplishments, Robyn has also remained closely connected to livestock and primary production, volunteering at a commercial ranch for the past 13 years.

Alongside her business ventures, Robyn also explored her passion for leadership and entrepreneurship as the author of *Business Life of Husband and Wife* and co-host of a top-ranked podcast focused on business and partnership.

Returning to the Industry

Joining the Canadian Angus Association brought Robyn back to an industry she has always been passionate about.

"This role was an opportunity to return to agriculture while also working within a non-profit environment," she explains. "It combines my interest in communication, and industry collaboration with a sector I've been connected to my whole life."

Since starting in January 2025, one of Robyn's favourite parts of the role has been getting to know both the CAA team, board and the Angus membership.

"The commitment Angus producers bring to both their herds and the breed as a whole is remarkable," she says.

Outside the Office

Outside of work, Robyn enjoys spending time with her husband outdoors and staying active. Travel, hiking, and exploring new places are some of her favourite ways to recharge. She also enjoys learning about investing and spending time with family, often supporting her nieces and nephews in their activities.

Through both her professional background and agricultural roots, Robyn brings a unique blend of business experience, organization, and industry knowledge to the Canadian Angus Association team.

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