

Matthew Carstens



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SUMMARY

Transformative and innovative Executive Leader with 15+ years of experience in the agriculture, food and energy sectors, specializing in business expansion and sustainability initiatives. Proven track record of driving significant profit growth, including turnaround from a \$(6)M loss to \$30M in profit. Expertise in strategic operations, team leadership, and technology solutions, with a focus on enhancing client engagement and optimizing supply chains through omnichannel and fintech platforms.

SELECT EXPERIENCE

Founder & Chief Executive Officer

SOLVE Business Partners | Grimes, Iowa
May 2025 – Present

SOLVE Business Partners is a specialized consulting and fractional workforce firm, helping organizations of all sizes identify growth opportunities and improve performance. SOLVE offers on-demand expertise in fractional C-Suite plus mid-level roles and key business functions including P&L analysis, innovation/technology, sustainability, operations, marketing and communications.

- Advising two startups at different growth stages, providing strategic guidance to scale operations and reach key milestones through innovation and supply chain optimization.
- Fractional COO work is being completed to help grow sales and profits of a start-up in food, beverage, pharmaceuticals and agriculture.
- Partners with multiple sized businesses to enhance customer communications and deepen client engagement.

President & Chief Executive Officer

Landus | Des Moines, Iowa
March 2020 - April 2025

Landus is a farmer-owned cooperative that offers a wide-range of services, with key businesses including grain, agronomy, animal nutrition, innovation, production and transportation.

- Led a strategic turnaround, transforming a \$(6)M loss into \$30M in profit, driving sales to over \$2B, optimizing expenses and increasing gross margins in less than 3 years.
- Directed a team of 600 employees across 60 locations, serving 5,500 farmer owners and 1,500 customers across North America and 15 countries, earning the 2024 Great Place to Work certification.
- Successfully expanded the marketing efforts to rebrand the value of Landus to farmers and prospective employees across all business segments and geographies.
- Effectively managed over \$300M in capital construction projects, enhancing asset value, customer insights and infrastructure that was completed on time.
- Launched Landwerx which was an Innovation Hub & Connector that guided Landus, farmers and industry collaborators, guiding current and future success in many areas.

Chief Executive Office & Board Member

Conduit Ag | Chicago, Illinois

April 2024 – April 2025

Co-founded and led Conduit Ag, a pioneering ag tech and e-commerce platform transforming agricultural retail through B2B and direct-to-farm services, including integrated financial lending solutions.

- Recruited and built a high-performing team, establishing strategic relationships nationwide.
- Spearheaded the launch of two flagship technologies: A first-of-its-kind FinTech platform offering input financing up to \$1M and a unique streamlined e-commerce solution, delivering significant time and cost savings for clients.
- Secured over multi-million dollars of seed funding to support over a year of operations and drive initial company growth.

Senior Vice President

Land O'Lakes, Inc. | Arden Hills, Minnesota

January 2016 - January 2020

Land O'Lakes, a \$15 billion Fortune 250 company, is a national, farmer-owned food and agricultural cooperative with 10,000+ global employees.

- Established and led Land O'Lakes SUSTAIN (now Truterra), a groundbreaking sustainability unit connecting farmers to consumers through the existing supply chain.
- Collaborated with major brands (Campbells, Pepsi, General Mills, Walmart, Tyson, Smithfield, Tate Lyle, etc.) to drive joint sustainability initiatives.
- Led the acquisition and integration of a \$4.5 million soil technology company, enhancing sustainability capabilities.
- Represented Land O'Lakes as a spokesperson for top-tier media and industry conferences.

Additional Experience

Vice President

United Suppliers, Inc. | Ames, Iowa

United Suppliers, merged into Land O'Lakes in 2017, was a cooperative for agriculture retailers across North America, providing crop protection, crop nutrients, seed, and agronomy technologies.

- Drove annual growth in crop nutrient purchases from 1M tons to 3.5M tons, increasing EBITA from \$8.5M to \$35.3M.
- Negotiated with international manufacturers, logistic companies (vessel, barge, rail and truck), and suppliers, reducing expenses and improving bottom line profitability by 412%.
- Launched and led SUSTAIN, a sustainability initiative guiding customers in sustainable practices across the value chain.

Skills

Strategic Direction Operational Management | Business Expansion | Financial Performance Monitoring | Staff Leadership | Stakeholder Engagement | Profit Growth | Client Interaction | Innovation in FinTech, Omnichannel Expertise & Sustainability

EDUCATION

B.A.Sc., Agricultural Business and Management, Iowa State University | Ames, Iowa

Advanced Business Program, Harvard Business School | Cambridge, Massachusetts

RECENT SPEAKING ENGAGEMENTS AND MEDIA APPEARANCES

- CNBC (2025) - [Tariffs](#)
- CNBC (2025) - [Commodity Prices](#)
- Iowa Agribusiness Radio Network (2024) - [Innovation](#)
- Bloomberg (2024) - [Ag Technology](#)
- Ames Tribune Article (2024) - [Modular Green Fertilizer Plant](#)
- The Scoop (2024) - [Q&A](#)
- Wall Street Journal Article (2024) - [Dockworkers Union Strike](#)