

Adam Martin

Adam is the President and Owner of 15:17 Brands, a manufacturer and distributor of natural body care products under the Alberta Natural Products and Sensible Co brands.

Previously, he spent 12 years at Community Natural Foods, most recently as General Manager. Adam has recently completed his MBA from the Smith School of Business at Queen's University and is a graduate of the Commerce program at the Sauder School of Business at the University of British Columbia.

He also serves as a Director for privately held companies within the natural products industry in Canada and holds his ICD.D designation from the Institute of Corporate Directors. He previously served on the CHFA Board of Directors from 2016 to 2022, during which time he acted as Chair of the Board, Vice Chair of the Board, and Chair of the HR and Nominating & Governance Committees. When not working, Adam loves spending time at the lake with his wife and their four children. Their oldest child currently attends SEE, and her younger brothers are looking to join her there in the coming years.

