

**JOB TITLE:**

## Land & Business Director – Indiana

**Location:** Indiana

**Reports to:** COO

**Team:** Land and Business

### **MAD AGRICULTURE**

At Mad Agriculture, our mission is to create a regenerative revolution in agriculture. Our day-in, day-out work is focused on helping farmers and ranchers transition to and thrive in regenerative and organic agriculture. We provide stewards with land & business support, and through our sister companies, access to equitable and innovative financing and values-aligned markets. We also tell the story of regeneration using a variety of communication approaches that often include collaborations within our community so that we can collectively build the regenerative revolution.

Mad Ag is a fast-paced, action-oriented startup nonprofit organization seeking exemplary individuals committed to the revolution. Our culture is entrepreneurial and deeply rooted in a commitment to creating services and products that meet the deepest needs of the farmers and land that we serve. We have a robust commitment to both inner and outer work, which is critical for embodying the principles of regenerative leadership. We are headquartered in Boulder, Colorado, with staff across the country.

### **ROLE**

The Land & Business Director Indiana is a frontline member of Mad Agriculture's Land & Business (L&B) consulting team, working directly with farmers and ranchers across Indiana and the Midwest to support regenerative and organic transitions. This role is an opportunity to be an integral part of Mad Ag's growth in the Midwest. This role offers tailored technical assistance in business planning, crop and soil planning, farm operations, and ecological stewardship, ensuring producers have the tools, knowledge, community, and confidence to build resilient and thriving operations. Directors on the Land & Business team operate similar to “general contractors”, bringing both internal and external expertise together to meet producers where they are in their regenerative journey. The position also plays a key role in building networks, strengthening regional partnerships, and contributing midwest-based insights to Mad Ag's national strategy.

## CORE DUTIES AND RESPONSIBILITIES

### Helping Farmers and Ranchers Thrive - 75%

- Conduct individualized farm and farm business assessments to understand operational goals, ecological conditions, financial realities, and transition pathways.
- Co-create regenerative and/or organic farm business and transition plans that integrate ecological practices with economic viability.
- Provide technical assistance across cropping systems, grazing operations, perennial plantings, and whole-farm planning.
- Act as project manager or “general contractor” to coordinate technical experts, contractors, and partner organizations when other support is needed.
- Connect producers to funding opportunities, including Mad Ag’s Regenerative Catalyst Fund (RCF), USDA programs, state cost-share options, and philanthropic funding, to reduce financial barriers to adoption.
- Provide guidance on organic certification, ROC feasibility, and market access strategies for regenerative products.
- Deliver education and field-based learning on regenerative agriculture, soil health, and business resilience to farmers, ranchers, and community partners.
- Facilitate peer-to-peer learning, cohorts, workshops, and field days to strengthen Indiana’s and the broader midwest’s regenerative farming community.
- Help to find, hire, onboard and manage Mad Ag Project Managers as the team grows.

### Internal Leadership & Team Engagement - 20%

- Advocate for Indiana and regional farmers’ needs within Mad Ag and share field insights to improve program design, resourcing, and operations.
- Track and evaluate project outcomes, including ecological, business, and engagement metrics, such as acres impacted, Regenerative Catalyst Fund deployment, farm visits, and calls.
- Contribute field data, lessons learned, and partner updates to inform grant reporting, fundraising, and case study development.
- Collaborate with L&B team members on cross-regional strategy and movement-building initiatives.
- Collaborate with the Media team to ensure stories of Indiana and regional farmers and projects are told across our channels.
- Maintain a learner’s mindset, staying current with regenerative agriculture science, business strategy, and Indiana-specific agricultural trends.

### Mad Team Responsibilities - 5%

Actively contribute to a thriving team culture leading with generosity, respect, kindness, and adherence to our Community Guidelines. Steward the internal systems and relationships that foster collaboration and progress toward our North Star goals. This includes timely updates to systems (Calendar, Slack, Pipedrive, Asana, etc.), active listening and clear and

consistent communication. Participate in team meetings, culture-building, and professional development as appropriate to the role.

## QUALIFICATIONS

- Bachelor's degree or equivalent preferred.
- 8+ years of experience farming, ranching, and/or advising producers in the Midwest.
- Experienced technical assistance provider for regenerative agriculture, soil health, organic systems, and/or whole-farm planning.
- Direct experience in farm business planning, financial modeling and/or agricultural economics.
- Demonstrated ability to build trust and relationships with diverse producers.
- Preference will be given to candidates with additional ag certifications, ie certified crop consultant, holistic management, etc.
- Established regional network including, but not limited to farmers, aggregators, crop specialists, ngo partners, extension, NRCS, etc.
- Ability to manage multiple projects, deadlines, and logistics across a wide geography with multiple stakeholders.
- Knowledge of Indiana region specific markets, agronomy and water systems.
- Familiarity with USDA programs, conservation cost-share, and funding mechanisms preferred.
- Strong written and verbal communication skills; comfortable educating and presenting.
- Ability to travel regularly throughout Indiana and the greater midwest.
- Experience leading peer learning, field days, community events, or farmer networks.
- Organized with excellent attention to detail.
- Self-motivated, flexible, and collaborative with a positive attitude.

## COMPENSATION, LOCATION, AND REPORTING

This full time, salaried role reports to the COO and sits on the Land and Business team. Mad Ag's headquarters are in Boulder, CO, however this position must reside in Indiana and strong preference will be given to candidates with roots and network in Indiana. At this time, we are not considering providing relocation packages.

Travel expectations include visiting farms across Indiana and surrounding region, Summer and Winter team retreats, and opportunities for conferences and events.

- Estimated regional travel (ie day trips or single overnights) ~ 40%
- Estimated national travel (ie multiday trips) ~ 15%

We offer unlimited PTO, healthcare and 401k benefits. Salary ranging from \$80,000 - \$100,000 based on experience and ability. Application deadline February 25th, 2026, apply [here](#). The anticipated start date is April 1st, 2026.

*Mad Agriculture is an equal opportunity employer. We support, empower, and uplift each and every one of our team and community members regardless of background. Our organization*

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deeply values a diverse workplace, and we strongly encourage women, people of color, LGBTQ+ individuals, people with disabilities, members of ethnic minorities, foreign-born residents, and veterans to apply. Even if you think you may not meet all of the requirements, we encourage you to apply if you are excited to learn. We are committed to fostering a safe environment that is free of discrimination and harassment, and where all team members can bring their full selves to work. We hold ourselves accountable to ensuring justice, equity, diversity, and inclusion is woven into the fabric of our team, internal structures, and programming.