



SPEAKER PACKET · 2026-2027

Dorian Cleary

Founder & President, BAU Farm Intelligence

Practical intelligence for the specialty-crop farms that feed America.

A veteran founder, farm operator, and financial-services leader speaking about better farm decisions, farmer-owned data, regional accuracy, and building useful technology without replacing farmer experience.



AVAILABLE FOR

Keynotes · Panels · Fireside chats · Workshops · Podcasts

Agriculture · AgTech · Rural economic development · Veteran entrepreneurship · Small-business finance

baufarmintelligence.com · press@baufarmintelligence.com · +1 (704) 270-6466

01 / SPEAKER OVERVIEW

A grounded voice on the decisions behind a profitable season.

Dorian connects farm operations, finance, and product design in language growers, buyers, lenders, and community leaders can use.

SIGNATURE IDEA**Technology should sharpen farmer judgment — not replace it.**

BAU Farm Intelligence begins with a simple premise: the farmer stays in charge. Useful tools should turn field records, regional crop economics, weather, and verified demand into clearer choices while respecting the knowledge earned through seasons of work.

Why Dorian

Dorian Cleary is a U.S. Air Force veteran, farm operator, and the founder and president of BAU Farm Intelligence. He brings an Economics degree from Indiana University, an MBA from Colorado State University, and 15 years of financial-services experience to one of agriculture's most persistent gaps: small-to-mid-size produce growers are expected to make high-stakes operating decisions using paper, spreadsheets, and disconnected tools.

His perspective is both strategic and practical. BAU's tools are tested through an operating farm in Shelby, North Carolina, and built first for 5–500 acre specialty-crop farms in the Southeast. Dorian speaks candidly about regional accuracy, transparent farm economics, farmer-controlled data, and the discipline of building only what changes a real decision.

Themes he brings to the stage

Farm decisions

Rotation, breakeven, labor, planting windows, buyer demand, and risk.

Farmer independence

Data ownership, permission-based benchmarks, and human judgment.

Building with discipline

Curate instead of accumulate; regional proof before expansion.

Veteran entrepreneurship

Mission focus, financial fluency, and serving an overlooked market.

02 / SIGNATURE TALKS

Talks built around decisions — not product demos.

Each topic can be delivered as a 20-minute keynote, 45-minute session, moderated conversation, or 60–90 minute working session.

01 The Decision Before the Seed

Why the economics of a crop start long before planting.

Farmers are often told to improve yield after the crop is already in the ground. This talk moves the most important questions earlier: who needs the crop, what price clears the full cost, where it fits in the rotation, and which risks can still be changed.

AUDIENCE OUTCOMES

- Recognize the four pre-plant decisions that protect margin.
- Use breakeven price and yield as operating guardrails.
- Connect buyer demand to planting plans without surrendering farmer independence.

Best for: Grower conferences, extension programs, produce associations, food-system convenings

02 The Farmer Stays in Charge

How to use modern technology without replacing field experience.

The debate should not be farmer knowledge versus technology. Dorian offers a practical framework for combining local knowledge, public data, and decision tools while preserving the farmer's authority, privacy, and customer relationships.

AUDIENCE OUTCOMES

- Separate a useful recommendation from a black-box answer.
- Set permission rules before pooling farm-performance data.
- Design technology that earns trust by delivering value first.

Best for: AgTech events, innovation summits, data-governance panels, university audiences

03 Regional Accuracy Beats National Ambition

Why agriculture tools must earn the right to expand.

Crop budgets, weather, labor, soils, and market windows change by region. This talk explains why broad platforms fail specialty-crop growers and how a region-first strategy produces more credible numbers, stronger adoption, and responsible growth.

AUDIENCE OUTCOMES

- See where generic averages distort farm-level decisions.
- Build from extension budgets and traceable public sources.
- Use quality gates to decide when a tool is ready for a new region.

Best for: AgTech founders, investors, accelerators, extension and research audiences

03 / MORE PROGRAM OPTIONS

Stories for farm, finance, and founder audiences.

Programs can be tailored to a specific crop, region, audience, or event theme after a short organizer call.

04 Make the Farm's Numbers Bankable

From scattered records to a credible operating history.

Lenders, buyers, and farmers often evaluate the same operation through different records. Dorian shows how field, cost, yield, contract, and decision histories can become a shared language — without exposing private records or pretending that a score replaces underwriting.

AUDIENCE OUTCOMES

- Identify the records that make a farm easier to understand.
- Translate crop economics into coverage, cash-flow, and risk conversations.
- Preserve context so numbers support rather than punish the grower.

Best for: Agricultural lenders, CDFIs, rural development organizations, farm-business programs

05 Serve the Overlooked Grower

What changes when you build for 5–500 acre farms first.

Small-to-mid-size specialty-crop farms are too complex for a notebook and often too small for enterprise systems. This founder talk explores what it means to build a company around measurable usefulness, fair prices, regional depth, and customers the market routinely overlooks.

AUDIENCE OUTCOMES

- Find opportunity in a market others dismiss as too fragmented.
- Use constraints to create a sharper product and business model.
- Earn referrals by solving one expensive decision well.

Best for: Entrepreneurship events, veteran-business programs, rural innovation gatherings

06 From Mission to Market

A veteran founder's path from financial services to the farm.

Dorian's journey connects military discipline, 15 years in financial services, hands-on agricultural cohorts, and the decision to build a grower-first company. The story focuses on translating experience into service — and choosing a problem worth staying with.

AUDIENCE OUTCOMES

- Turn prior-career skills into founder advantages.
- Use mission discipline without ignoring customer reality.
- Define success by whether customers would miss the company if it disappeared.

Best for: Veteran entrepreneurship, leadership events, business schools, podcasts

04 / FORMATS & FIT

Designed to meet the room where it is.

Dorian can speak to operators, technical audiences, funders, or mixed rooms without losing the practical farm decision at the center.

Keynote · 20–35 minutes

One central idea, grounded examples, strong close.

Breakout · 40–60 minutes

Framework, practical examples, moderated Q&A.

Workshop · 60–90 minutes

Interactive decision exercise and take-home worksheet.

Ideal audiences

- Specialty-crop growers and farm managers
- Extension agents, commodity boards, and grower associations
- Wholesale produce buyers and food-system leaders
- Agricultural lenders, CDFIs, and rural-development teams
- AgTech founders, product teams, and investors
- Veteran entrepreneurs, accelerators, and business-school audiences

Conversation and panel topics

- Farmer data ownership and permission-based benchmarking
- What “decision support” should mean in agriculture
- Pre-plant demand signals and contract-first production
- The missing records behind farm finance and underwriting
- Why regional crop economics matter
- Building trustworthy products for overlooked customers

Standard room needs

Wireless lavalier or handheld microphone; confidence monitor or visible timer; HDMI presentation connection; slide advance remote. Workshops benefit from tables or writing surfaces. Final requirements are confirmed with the organizer.

FLEXIBLE DELIVERY**In person or virtual**

Available for keynotes, panels, podcasts, fireside chats, classrooms, and working sessions. Travel, timing, recording rights, accessibility needs, and fees are agreed directly with the organizer.

Ready-to-use materials.

Copy this language into an agenda, website, introduction, or event brief.

50-word biography

Dorian Cleary is a U.S. Air Force veteran and founder and president of BAU Farm Intelligence. Drawing on 15 years in financial services, an economics degree, an MBA, and hands-on farm experience, he builds practical decision tools for specialty-crop growers while protecting farmer judgment, independence, and data ownership.

100-word biography

Dorian Cleary is the founder and president of BAU Farm Intelligence, a grower-first decision platform for specialty-crop farms. A U.S. Air Force veteran, he brings 15 years in financial services, an Economics degree from Indiana University, and an MBA from Colorado State University to the challenge of making complex farm decisions clearer. Hands-on agricultural cohorts showed him how many produce growers still rely on paper and disconnected tools for planting, costs, labor, and buyer planning. BAU is built to support — never replace — farmer experience, using regional economics, public data, and farmer-controlled records to make practical decisions before the season gets expensive.

Stage introduction

Our next speaker is Dorian Cleary, founder and president of BAU Farm Intelligence. Dorian is a U.S. Air Force veteran with 15 years of experience in financial services, an Economics degree from Indiana University, and an MBA from Colorado State University. He founded BAU to help specialty-crop farmers turn scattered records, regional economics, and buyer demand into practical decisions — without replacing the farmer's experience. Please welcome Dorian Cleary.

Event listing

Dorian Cleary speaks at the intersection of specialty-crop farming, finance, farmer-owned data, and practical technology. His sessions give growers and the organizations that serve them clear frameworks for decisions on planting, margin, risk, records, and responsible innovation.

Name & title

Dorian Cleary · Founder & President · BAU Farm Intelligence

Pronunciation

Dorian: DOR-ee-un · Cleary: KLEER-ee · BAU: "B-A-U"

A concise background for event teams.

Use this page for sponsor review, moderator preparation, or outreach.

Company snapshot

BAU Farm Intelligence helps specialty-crop farmers plan smarter, forecast better, and run more profitable operations. The platform brings crop planning, regional budgets, farm records, weather, market signals, and buyer demand into one decision layer built specifically for fruit and vegetable growers.

- Focus: 5–500 acre specialty-crop farms, beginning in USDA Zones 7–9.
- Approach: regional accuracy before national expansion.
- Data stance: farmer records remain private by default; benchmarks require permission.
- Business status: available now in early access; 2027 pilot participants receive guided onboarding.
- Company: BAU Farm Intelligence LLC, a North Carolina company; affiliated parent Business As Usual LLC holds SBA VOSB certification.
- Based in: Shelby, North Carolina.

Booking Dorian

Email press@baufarmintelligence.com	What to include Event name and host · date and location · audience and expected attendance · desired topic and format · session length · budget or honorarium · travel and recording expectations
Phone +1 (704) 270-6466	Response The BAU team typically responds within one business day. Requests can also be sent at baufarmintelligence.com/speaking .

Moderator preparation

- Which farm decision becomes most expensive when it is made too late?
- What should farmers never be required to trade away for useful technology?
- Where do generic agricultural averages break down?
- What does a lender learn from a farm's decision history that a balance sheet misses?
- How did military and financial-services experience shape BAU's operating principles?

Links

baufarmintelligence.com · [/about](#) · [/principles](#) · [/decision-layer](#) · [/press](#) · [/speaking](#)