

Marty Cobb



I have been the Executive Director of the Motor Safety Association (MSA) since the fall of 2009. Prior to 2009 I served the same type of role for the Agriculture Manufacturers of Canada (AMC), managing the safety associations in Saskatchewan and Manitoba.

I was raised on a mixed farm south of Fife Lake, Saskatchewan and have never lost my connection to rural life and agriculture. Throughout my working life I gained experience in many different fields, most notably operating heavy equipment installing underground services and the manufacturing of power cable at General Cable in Moose Jaw, Saskatchewan.

In 1994, I married Kim, who currently teaches in Regina. We have one son Braydon, who also works for the school division. Kim and I enjoy travelling and spending time with friends and family; while Braydon and I share a love of sports, playing golf and attending Regina Pats and Roughrider games together.

I am passionate about my job and I am very grateful for the opportunities this industry has given me and my family. My personal goal coming to MSA was to offer our members access to the best safety professionals in the province by giving the MSA employees access to the best professional development offered in our field – I continue to stand by that goal.

MSA invites you to take full advantage of our full menu of safety services – we are here to help your businesses succeed.