



May 19, 2017

Reddy appointed as director of School of Agriculture

PLATTEVILLE, Wis. – University of Wisconsin-Platteville’s Dr. Rami Reddy, coordinator and professor of agribusiness, was recently appointed as the director of the School of Agriculture.

An India native, Reddy received a bachelor’s degree in agriculture from Andhra Pradesh Agricultural University in India. He received a master’s degree in international marketing from Nagarjuna University in India. Reddy also received an additional master’s degree in marketing from Fort Hays State University, located in Hays, Kansas, and a Ph.D. in agricultural economics from Texas A&M University, located in College Station, Texas. He joined the UW-Platteville faculty in August 1999. Reddy served the state of Wisconsin as direct marketing specialist during the first 10 years of his career.

“We are excited to have Dr. Reddy as the director of the School of Agriculture and having him as part of the college leadership team,” Dr. Wayne Weber, dean of the College of Business, Industry, Life Science and Agriculture, said. “Dr. Reddy brings with him extensive experience as a faculty member in the School of Agriculture, experience as program coordinator in Agribusiness, a palpable passion for the school, and a wealth of ideas. With transition comes opportunity and we look forward to Dr. Reddy’s leadership.”

Reddy highlighted the importance for self-discovery moments or experiences in the School of Agriculture that conducts several high impact practices. He said that he sees great potential in each and every individual student, faculty and staff member in the School of Agriculture.

“What can be learned in 100 days in a classroom can be learned in 10 days by

showing and doing things,” Reddy said. **“Create direct experiences. What can be achieved in 10 days in a classroom can be done in a few hours by direct interactions and engagements.”**

In addition to his vision for education, Reddy also hopes to see institutional strength and individual growth in department research. He emphasized the importance of research to the university’s academic mission, and said he plans to fundraise to help make this possible.

“Fundraising is the most important in my agenda,” **Reddy** said. **“I want to generate external funds with great ideas and projects that match donor wishes with a team-based approach.” He plans to engage with individual, family and corporate foundations to achieve the desired goals.**

With nearly 18 years under his belt at UW-Platteville, Reddy is prepared to take on his new role as director. As an agribusiness professor, he has taught courses in agricultural marketing, agribusiness management and more. He will bring his educational background as well as his outreach, teaching and international experiences with him as director.

“We will keep good things going, **and continue to cultivate and raise the bar for achieving excellence,**” **Reddy** said. **“We will lead the change.”**

His overall vision is to cultivate a culture of excellence and grow opportunities for students, faculty & staff in School of Agriculture. He wants to build strong external relationships, broaden opportunities via international engagements, study abroad programs and bring more diversity.

Reddy’s term will begin July 1, and he will replace the current director, **Dr. Mike Compton, who served for nine years.**

“I want to thank Dr. Mike Compton for his many years of outstanding service as director of the School of Agriculture,” Weber said. **“He has provided exceptional**

leadership for the School of Agriculture, college and university. My appreciation for his efforts are beyond words.”

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