

Innovator in Residence to speak at UW-River Falls Oct. 20

September 22, 2021 - Jeremy Dumond, director of research, insights and analytics for Land O'Lakes Dairy Foods, is the fall 2021 Innovator in Residence at the University of Wisconsin-River Falls. He will speak on "INNOVATION in Sales and Marketing Strategy Through Cutting-Edge Technologies," on Wednesday, Oct. 20, at 2 p.m. in the Riverview Ballroom of the University Center. The talk is free and open to all.

The Innovator in Residence is part of an innovation program at UWRF's College of Business and Economics. Students learn to solve problems creatively and develop business models from their ideas in innovation classes and also compete in the campus Innovation Challenge. UWRF students have taken first place in the Wisconsin Big Idea Tournament three times in the past six years and have gone on to start businesses that impact some of the biggest global issues, including homelessness and water security.

Dumond was born in River Falls and spent his first decade on dairy farms in the River Falls area and has spent his entire career working in the Dairy Aisle for Old Home Foods and Land O'Lakes. Over the course of his two-plus decades in the Dairy Aisle, he has worked in sales, finance, information technology and logistics prior to his current role.

Dumond is a resident of Hudson and still has many friends and family members in River Falls and the surrounding area.

The Land O'Lakes Dairy Foods Team has been on a journey to best-in-class deployments of cutting-edge technologies such as machine Learning, virtual reality and social listening over the past several years. These technologies have driven unprecedented success in the marketplace and have been recognized by CIO Magazine with their coveted "CIO 100 Award for IT Innovation" and numerous citations from CPG industry strategic partners and advisors. By connecting endless sources of consumer data with practical in-market execution through these technologies, Land O'Lakes Dairy Foods is growing market share and profit and thus enhancing the financial viability of its 1600+ farmer-member owners.

For more information about this event, call 715-425-3335 or visit go.uwrf.edu/innovator.

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