



Jennifer Grannis is an expert in best practices in market research, economic fundamentals, and analytical design, as well as implementation and reporting. She has 10 years of experience in the economic, forecasting, and market research areas, with broad knowledge about consumer behavior and preferences, marketability of products, and the introduction of new products. A few years ago, her report to executives, sales force, and product development staff regarding key findings from sales data and other market information supported a company growth from \$400 million to nearly \$1 billion. She also worked for the USDA in the creation of strategic applications for economic analysis including budget planning, activity planning, and policy assessment.

Her education includes a BS in Applied Economics with Honors from Ithaca College, NY; a MS in Agricultural Economics, and a PhD in Agricultural Economics from Dept. of Agriculture and Resource Economics (DARE), Colorado State University, CO; and a certificate from the USDA Graduate School Executive Leadership Program.