



Heinemann Joins DATCP as Director of International Agribusiness Center

Release Date: May 2, 2017

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MADISON – The Wisconsin Department of Agriculture, Trade and Consumer Protection is pleased to announce Jack Heinemann has joined the agency as director of the International Agribusiness Center, a bureau of DATCP’s Division of Agricultural Development.

With more than 20 years of experience in leadership roles in business and partnership development, both domestically and abroad, Heinemann will lead a staff of economic development consultants whose job is to provide education, technical assistance and support to help Wisconsin farms and agribusinesses reach new international markets.

“Jack Heinemann brings extensive international business development experience to his new role with the International Agribusiness Center,” said Dan Smith, administrator of the Division of Agricultural Development. “He has the strategic vision, program management and leadership skills needed to advance the team’s work in marketing Wisconsin’s agricultural products around the world. I am delighted to welcome Jack to the division.”

“I am excited to start a new challenge as the director of the Wisconsin International Agribusiness Center and I look forward to working with our staff as we advance our mission of positioning Wisconsin agriculture as a leader in the global marketplace,” said Heinemann.

Heinemann most recently served as the executive director of the Wisconsin Security Research Consortium, a non-profit organization that works with University of Wisconsin researchers, government agencies, defense contractors, and business interests dedicated to developing cyber-security research in Wisconsin.

Previously, Heinemann worked for several large manufacturing firms where he was responsible for developing export markets and businesses venture opportunities, as well as manufacturing partnerships to maximize entry into international markets.

His history of business management success includes working with large numbers of economic development organizations throughout the United States to form the Agricultural Technology Innovation Partnership (ATIP) Foundation, a non-profit organization dedicated to fostering cooperative relationships between member institutions to address critical needs and maintain global competitiveness for the emergence and growth of agriculture and agribusiness industries.

A native of the Fox River Valley, Heinemann earned his undergraduate degree at the University of Wisconsin-Madison, and his MBA at UW-Oshkosh.

Heinemann and his wife, Lorrie, reside in Waunakee. They have four daughters.

Since 1966, the International Agribusiness Center of the Wisconsin Department of Agriculture, Trade and Consumer Protection has provided export assistance to Wisconsin's food and agriculture industry. Services include export education, market access support and market development and promotion. To learn more about the center, visit

https://datcp.wi.gov/Pages/Growing_WI/InternationalAgribusiness.aspx