



## DATCP Announces Appointments to Leadership

**FOR IMMEDIATE RELEASE:** June 15, 2023

**Contact:** Dan Richter, Public Information Officer, (608) 419-5352

[dan.richter@wisconsin.gov](mailto:dan.richter@wisconsin.gov)

MADISON, Wis. – Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) Secretary Randy Romanski has announced Mike Strigel as Assistant Deputy Secretary, Robby Personette as Administrator of the Division of Agricultural Resource Management, and Michelle Reinen as Administrator of the Division of Trade and Consumer Protection.

A Wisconsin native, Strigel has experience leading efforts to preserve working lands and the future of farming. His work has taken him through the prairies, savannas, forests, and wetlands of Wisconsin. Strigel holds a Bachelor of Arts degree in communication from Cornell University and a Master of Science degree in land resources from the University of Wisconsin – Madison. He currently serves as Executive Director of the Aldo Leopold Nature Center in Monona, a role he has held since 2016. As Assistant Deputy Secretary, Strigel will build on DATCP’s strong history of stakeholder engagement. Strigel will begin serving as Assistant Deputy Secretary on July 19, 2023.

Personette most recently served as the Director of Agrichemical Management and has served in various roles at DATCP for nearly twenty years. These roles include Environmental Enforcement Specialist, Program Manager, and other supervisory roles. Personette has extensive experience in building relationships with stakeholder and federal entities, as well as guiding regulatory and field-based compliance areas. Personette will begin serving as Administrator of the Division of Agricultural Resource Management on June 19, 2023.

Reinen has been with DATCP since 1995, serving in a variety of roles within the Division of Trade and Consumer Protection including Director of the Bureau of Consumer Protection, Program and Policy Analyst, and Consumer Protection Investigator. Since August 2019, Reinen has served as the Division’s Executive Policy Initiatives Advisor, leading efforts to build stakeholder relations. Reinen has been the state-designee for the U.S. Consumer Product Safety Commission and has held roles on the International Consumer Product Health and Safety Organization Board of Directors and other organizations and interagency task forces. Reinen will begin serving as Administrator of the Division of Trade and Consumer Protection June 19, 2023.

“The DATCP team is fortunate to have these dedicated professionals in leadership positions,” said DATCP Secretary Romanski. “Each of these leaders has an extensive background in their field and has been engaged with the industry for decades. I look forward to working with each of these talented individuals in their new capacities.”

###

Find more DATCP news in our [newsroom](#), on [Facebook](#), [Twitter](#), and [Instagram](#).