



Rhoda-Reis Joins DATCP as Director of International Agribusiness Center

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Editor's note: A photograph of Rhoda-Reis is attached [here](#).

MADISON – Mark Rhoda-Reis has been hired as the director of the International Agribusiness Center (IABC), a bureau of the Department of Agriculture, Trade and Consumer Protection's Division of Agricultural Development.

With more than 30 years of experience in international sales, business development and marketing management, Rhoda-Reis will lead a staff of economic development consultants whose job is to provide education, technical assistance and support to Wisconsin farms and agribusinesses to help them reach new international markets.

Rhoda-Reis comes to the IABC with extensive business development experience for a broad range of industries in markets in the U.S, Central and South America, Europe, Asia, Oceania, and the Middle East. For the past seven years, he was responsible for trade development in Mexico and foreign direct investment promotion and attraction with the Wisconsin Economic Development Corporation (WEDC), Wisconsin's lead economic development agency.

His industry experience includes both industrial and consumer products and agriculture. At WEDC, he helped grow the international business of many companies in key industry sectors such as agriculture, food and beverage, manufacturing, water technology, energy power control, bio-health and aerospace. In the private sector, Rhoda-Reis has been an entrepreneur and has led international sales, overseas offices, and independent agents, dealers and distributors.

"Mark Rhoda-Reis brings extensive international and agricultural business development experience to his new role as director of the International Agribusiness Center," said Krista Knigge, administrator of the Division of Agricultural Development. "I'm excited to have Mark join our exceptional international team. He'll be a great asset in helping create a strategy to grow Wisconsin agricultural exports in new and existing markets."

"I have known, worked with and deeply respected the International Agribusiness Center team for many years, and it is an honor to join this highly experienced, effective and professional group," said Rhoda-Reis. "I look forward to working with the center's team members to help more Wisconsin food and agriculture companies establish and grow their international business, and to continue to position Wisconsin agriculture as a leader in the global marketplace."

Rhoda-Reis and his wife, Maria, enjoy mountain biking, cross-country skiing, hiking, camping, gardening, travel and discovering new food and beverage treats and restaurants around the state and world.

Since 1966, the International Agribusiness Center has provided export assistance to Wisconsin's food and agricultural industries. Services include export education, market access support, market development, and promotion. Visit:

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