



Organization Overview

At Midwest Dairy Association, we are proud to represent over 4,000 dairy farms to 41 million consumers across our region. We work on their behalf to build dairy demand by inspiring consumer confidence in our products and production practices.

Mission

We work with others to give consumers an excellent dairy experience. We focus our efforts on sharing insights and developing programs and resources for our retail, health and wellness, food service and industry partners. Our goal is to maximize our impact by working with and through our partners to share information and real-time experiences that showcase how dairy products resonate with today's consumer: responsibly produced, nutrient-rich, locally driven and offers real enjoyment.

Values

At Midwest Dairy, our values drive the way we work together as a team and how we collaborate with our partners to build trust and sales for dairy. Every day, each of us works to model the following attributes in our work:

Accountability – We focus on our bullseye.

Collaboration – We achieve more together.

Enterprising – We take initiative.

We also stand in solidarity against injustice and inequality.

For more information on Midwest Dairy, please visit www.midwestdairy.com

Midwest Dairy services the regions of Minnesota, North Dakota, South Dakota, Nebraska, Iowa, Illinois, Missouri, Kansas, Arkansas and eastern Oklahoma.

Position Overview

This role facilitates the work of the Business Unit Operations and Ag Affairs with a focus on deployment against the strategic plan through Business Unit Operations. **The Chief Operating Officer (COO)** acts as an advisor to the executive leadership team in the external environment, driving the work of Midwest Dairy, including processor and farmer relations. The COO is a key leader responsible for driving the execution of Midwest Dairy's strategic plan by overseeing and aligning Business Unit Operations and Agricultural Affairs. This role ensures the organization's strategic priorities are effectively implemented through operational excellence and cross-functional collaboration. Acting as a strategic advisor to the executive leadership team, the COO provides critical insights and leadership to navigate the external environment, fostering strong relationships with processors, farmers, and other partners to advance Midwest Dairy's mission and long-term goals.

Key Results Areas

Provides overall leadership with internal peers and external partners to ensure Midwest Dairy progress toward goals.

- **Convene and guide** the activities of the Leadership Team of vice presidents through the work of planning, and process creation.
- **Guide** Leadership Team to adopt and operate with best practices to support a matrixed organization.
- **Collaborate** with executive staff on responsibilities including budgeting.
- **Partner** with CEO to report on program implementation and result metrics. Support CEO needs for accountability to Corporate Board and Dairy Management Incorporated (DMI).
- **Serve as** Midwest Dairy's **representative** in key engagements, acting as a liaison to DMI and the States/Regions federation. Directs operations of and serves as Executive Group liaison for the Crisis and Issues management team.
- **Serve as** executive relationship **liaison** with key vendors and partners.

Provide overall leadership and direction for Ag Affairs including Processor Relations, Farmer Relations, and Research.

- **Ensure** that strategies, tactics, and resources are developed with input from business units and align with the Unified Marketing Plan.
- **Guide** the priorities of innovation research and insight that inform internal strategic and tactical choices and inform business decisions of Midwest Dairy partners.
- **Develop** comprehensive processor relations programming to support processors or sales partners using dairy checkoff's research and insights to increase trust and sales of dairy.
- **Encourage** a culture of providing consultative support to facilitate the successful implementation of strategic initiatives.
- **Oversee** day-to-day work activities of the department's work functions. Ensure that assigned projects are on track.

Provide overall leadership and direction to business unit operations leaders who manage cross-functional teams that implement the strategic plan through partners.

- **Ensure** that business unit leaders maintain alignment with their strategy-leading counterparts for unified guidance and coaching for strategic plan implementation.
- **Facilitate** structured feedback channels to provide strategy departments with valuable insights on tactics and resources, ensuring more effective plan implementation.
- **Drive** accountability to ensure that local implementation aligns with the plan.

Directs the selection, training, development, and performance of assigned staff to retain a motivated, professional workforce for Midwest Dairy.

- **Recruit** and select applicants for job vacancies, considering the requirements of the job and the skills/abilities of the applicants.
- **Establish** and communicate job responsibilities and performance expectations to assure mutual understanding of desired results.
- **Continuously evaluate** employee performance and provide both positive and constructive feedback to reinforce desired outcomes.
- **Identify** training and/or development opportunities that will assist direct reports in achieving enhanced job performance and/or career objectives.
- **Ensure** job descriptions are up to date.



Priorities

- **Establish** rapport, trust, and positive working relationships with all key stakeholders including the Chief Executive Officer, Chief Strategy Officer, Leadership Team, staff and industry partners.
- **Perform** an assessment with the Chief Executive Officer and Chief Strategy Officer to identify the most effective organizational structure for Midwest Dairy's continued success.
- **Review** programs, processes, policies, and staffing to ensure alignment with Midwest Dairy's mission and strategic plan.
- **Make** a concerted effort to be a visible presence with direct reports, Midwest Dairy Board, Federation Partners and Industry Partners.
- **Support** ongoing work to elevate Midwest Dairy's image and reach Midwest dairy farmers and dairy consumers.
- **Ensure** the further professional development of team members.

Education and Experience

A bachelor's degree in agriculture, business, or a related field is required, along with a minimum of 15 years of progressive experience in program implementation, operational management, personnel leadership, and driving results. The ideal candidate brings proven expertise in business acumen from a for-profit environment, including managing profitability, optimizing operations, and scaling systems for efficiency and growth. Experience in change management, financial planning, and cross-sector adaptability is highly valued, with nonprofit or public service experience encouraged.



Ideal Candidate Profile

The ideal candidate will be a strong, results-oriented, accessible, and inclusive leader who remains fiercely dedicated to our mission and the farmers we serve. Working closely with the **Chief Executive Officer**, Chief Strategy Officer, and Leadership Team, this person must demonstrate a steadfast commitment to organizational growth through teamwork and collaboration. They will lead with integrity, professionalism, and a visible work ethic that inspires others. This individual will be a passionate, action-oriented, and an entrepreneurial leader who thrives on making a tangible difference. They must excel in building strong relationships with diverse stakeholders, including farmers, program staff, board members, and industry leaders. By uniting teams under a shared vision, the COO will help drive initiatives that reflect Midwest Dairy's deep commitment to advancing the positive impact of dairy farming. The ideal candidate will embrace our organizational culture, which values inclusivity, innovation, and a shared dedication to supporting farmers. They must be skilled in fostering collaboration, facilitating problem-solving, and ensuring strategic alignment. Their ability to navigate complex organizational change while maintaining transparency, humility, and a focus on growth will be critical.

Strong communication skills, both written and verbal, will ensure their ability to connect with audiences at all levels, presenting Midwest Dairy's mission with confidence and clarity. Joining Midwest Dairy offers a unique opportunity to be part of a purpose-driven organization dedicated to improving lives through the power of dairy. A successful candidate will bring creativity, strategic thinking, and a forward-looking perspective to advance our mission. With a passion for sustainability and excellence, the COO will play a pivotal role in shaping the future of Midwest Dairy.

It is preferred that the selected candidate resides in the territory Midwest Dairy serves.