



Chris Wooley
1993 graduate of UW-Madison
Bachelor of Science - Agronomy
Director of Agronomy Marketing
M & M Cooperative



He spends his time
being creative

“Take as many courses as you can to be more well-rounded and don’t worry as much about grades. If you don’t understand something, don’t be afraid of it, learn about it. College is a great experience, but you get out what you put into it, and it goes fast.” -Chris Wooley

“My mentors in CALS always helped me feel comfortable and they always believed in me. Coming from a rural community, that type of relationship really helped me adjust to the big campus atmosphere. CALS makes you feel like you’re still in a small town,” stated Chris.

Chris Wooley’s agronomy degree from UW-Madison gives him the background he needs to respond to the changing market trends in the agronomy industry. As director of agronomy marketing for M & M Cooperative, he develops marketing objectives for his eight-person sales team. The member-owned co-op located in northeast Colorado serves the agronomic, bulk energy, grain storage, and grain marketing needs of local farmers.

Before joining the co-op, Chris spent 10 years working for one of the world’s largest agronomic corporations. He is happy to get back to working at a local level where he can interact with producers on a regular basis.

In his new position, he designs and implements strategic marketing plans to promote the co-op’s seed, fertilizer and chemical products. These marketing plans take into consideration a variety of factors, including research, advertising, distribution and vendor relationships.

Chris also facilitates a goal-setting approach with his team. He has each of his employees set five sales goals for themselves and he identifies five goals for each individual. Then, through one-on-one meetings, they communicate and achieve consensus about the top sales goals.

Although Chris didn’t take any marketing courses during college, he has picked up many of these skills along the way, and ultimately arrived at his current position through his knowledge of the agronomy industry. “Technical skills are crucial because growers will be able to figure out if you know what you’re talking about.”

In this type of position, Chris says that overall marketing understanding is the key to success. For this reason, he spends about 20 percent of his time making sales calls with his direct reports. Chris says that his time with the customers is vital to his understanding of the market because he gets to hear directly what producers are thinking about the industry.