

## Merlin Siefken


## Business Development Manager



### Contact

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### Education

**B.S. in Mechanized Agriculture**  
**Minor in Business Administration**  
University of Nebraska

### Areas of Expertise

- Business Relations
- Project Development
- Project Administration
- Project Fulfillment

Merlin Siefken contracts with Decision Innovation Solutions to provide Business Development services. He is responsible for maintaining and enhancing business relationships, conducting research of new product lines and service offerings, collaborating with the Decision Innovation Solutions team on project development and fulfillment, administration and identifying prospective customers.

Originally from Nebraska, Merlin worked for John Deere in numerous sales, finance, and strategic business unit positions. He and his family moved to the Des Moines, Iowa area in 1986 as part of a seven-member Deere management team that started a new company, Deere Credit Services, now known as John Deere Financial. Merlin retired in 2001 after 34 years of service at John Deere. After retiring, he worked at the Iowa Agriculture Innovation Center as a business development professional, and in 2007 formed an independent consulting company, Siefken Management Services. Merlin began consulting with Decision Innovation Solutions in 2011.

Merlin earned a BS degree in Mechanized Agriculture with a minor in Business Administration from the University of Nebraska.

Merlin began working with Decision Innovation Solutions on market research projects for a feed industry client. He designed, deployed and maintains a comprehensive business profile database in Microsoft Access.

As DIS moved its operating systems to the cloud based Microsoft Office365 environment, Merlin led the implementation of our customer relationship management system. While working on a feasibility study as part of a project for the city of Grinnell and Grinnell College, Merlin managed the development of the DIS collaborative work environment.

Merlin's current areas of focus are business development, market research, feasibility studies and administration of the cloud based work environment.