

Merlin Siefken

Business Development Manager
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Merlin Siefken contracts with Decision Innovation Solutions to provide Business Development services. He is responsible for maintaining and enhancing existing business relationships, conducting research of new product lines and service offerings, collaborating with the Decision Innovation Solutions team on project development and 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. Starting with about 45 employees, the business grew to employ more than 800. 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.