



SPEAKER PROFILES

Global E-commerce: The Wild West or the Final Frontier?

Tuesday, November 14, 2017

11:30 am – 2:00

Filluno Center

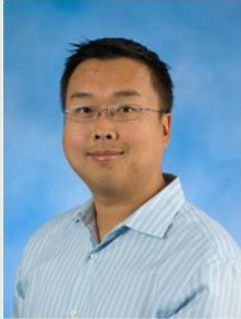
Rick Smith

Director, Global eBusiness
Promega

Rick Smith has been leading the global ebusiness group at Promega since 1994. Knowledgeable, forward-thinking eBusiness professional, he has especially been focused on the life sciences industry. Rick has been able to apply his experience in the procure-to-pay process on broad range of global eBusiness platforms. Motivated by achieving organizational goals for brand visibility, his transactional efficiency and price harmonization has brought him recognition as best-in-class.



He has been invited speaker and subject matter expert in eBusiness topics. Rick earned his BS from Oregon State University and MBA from University of Washington - Michael G. Foster School of Business.



Will Hsu

Vice President of Operations, Hsu's Ginseng Enterprises, Inc.
Farmer and Partner, Hsu Ginseng Farms, LLP
Owner, Hsu Global Distribution LLC

Will Hsu grew up in Wausau and graduated from Wausau East High School in 1994 with an IB Diploma. Will matriculated at the University of Wisconsin-Madison and graduated in 2000 with honors and distinction as a triple-major. After graduation, he worked for General Mills in their Finance Leadership Development Program and was sponsored by the company in 2004 to earn his MBA full-time at Harvard Business School. Upon graduating from Harvard Business School in 2006, Will returned to work for General Mills in financial roles of increasing responsibility that took him around the country. His last role at General Mills before departing the company was as Senior Finance Manager for Global Financial Systems in the Corporate Controllers Department. Will moved back to Wausau in 2011 to help with the family businesses his parents, Paul and Sharon Hsu, started in 1974. Hsu's Ginseng Enterprises, Inc. is the largest ginseng grower and retailer in the United States with an e-mail, catalog and direct-to-consumer shipping model that reaches over 1 million Asian-American households a year. The company offers multi-lingual customer service, an e-commerce ordering platform and direct-to-your-door delivery based out of the company's headquarters in Wausau. The company also fulfills wholesale accounts and bricks-and-mortar retailers located in the six largest Chinese communities in North America: Los Angeles, San Francisco, New York, Houston, Vancouver and Toronto. The company sources the vast majority of its ginseng from Hsu Ginseng Farms, LLP, the second largest ginseng farming operations in the country, with over 400 acres under cultivation. Will currently serves on the Board of Directors for the UW Foundation and Alumni Association and the Community Foundation of North Central Wisconsin. He was a recipient of UW-Madison's Forward Under 40 Award in 2016 and previously served on the Executive Committee of the Wisconsin Alumni Association Board of Directors and the Advisory Board for the Wisconsin-China Initiative.