

DELANEY NEW

Holton, KS 66436 | (785) 305-0140 | delane14@ksu.edu

PROFILE

Agribusiness student and hands-on operations leader with 6+ years managing farm machinery, livestock, and land maintenance, plus 5+ years co-owning and growing a diversified agricultural business. International case competition winner with experience in strategic planning, market analysis, and marketing. Currently expanding expertise through graduate study in Agricultural Economics.

EXPERIENCE

Marketing & Outreach | K-State Agribusiness Microcredentials *Jun 2026 – Present*

- Independently market Strategic Financial Management for Agribusinesses and Foundations of Finance microcredentials to agricultural professionals, businesses, and producers.
- Create LinkedIn content and email campaigns using Canva and AI tools, tailoring messaging for defined target audiences and developing an independent marketing approach with faculty collaboration.

Co-Owner | Taste of the Land *Jul 2020 – Present*

- Operate a diversified agricultural business raising livestock and honey bees while supporting production, business operations, and direct-to-consumer sales.
- Manage calving and lambing operations and market farm products through farmers' markets and online channels, combining production agriculture with customer engagement and product promotion.

Head of Operations Management | New Family Farms *Aug 2018 – Present*

- Manage farm machinery maintenance, livestock care, animal movement, and welfare to support reliable day-to-day agricultural operations.
- Complete land-maintenance and infrastructure projects, including sapling removal and installation of permanent water lines.

PROJECTS

Pet Food Sustainability Research | Kansas State University *Apr 2024 – Present*

In collaboration with Dr. Lonnie Hobbs

- Conduct primary research on consumer perceptions of sustainability in the pet food industry, applying AI-powered tools to analyze data and identify preference trends.
- Translate findings into actionable insight on consumer behavior and sustainability impact.

ACHIEVEMENT

IFAMA International Case Competition — Undergraduate Division Winner | Ireland *2026*

- Won the undergraduate division as part of a three-person team competing against 12 teams in an international agribusiness case competition.
- Led research, analysis, recommendations, and presentation work within a four-hour case window focused on helping Irish ag-tech startups progress toward Series A funding.
- Recommended allocation of development resources across programs designed to strengthen startup readiness and attract additional companies to Ireland; presented to academic and industry judges.

PROFESSIONAL DEVELOPMENT

Fundamentals of Professional Selling | K-State Strategic Selling Institute *Jan 2025 – May 2025*

- Completed two simulated field-sales roleplays modeling real-world customer interactions.
- Built core sales skills including purposeful questioning, active listening, and needs-based solution presentation.

EDUCATION

Master of Science in Agricultural Economics | Kansas State University *Aug 2026 – May 2028 (Expected)*

Bachelor of Science in Agribusiness, Cum Laude | Kansas State University *Aug 2023 – May 2026*

High School Diploma, Magna Cum Laude | Holton High School *Aug 2019 – May 2023*

SKILLS

Strategic Planning • Market Analysis • Digital Marketing & Content Creation • Case Analysis
Financial Analysis • Customer Engagement • Research & Data Analysis • Accounting
Public Speaking • AI Tools & Applications • Problem-Solving • Adaptability

AWARDS & HONORS

- Dean's Honor Roll, Kansas State University (2023–2024)
- National Honor Society (2022–2023)

LEADERSHIP

President, Holton FFA Chapter (2023) • Treasurer, Holton FFA Chapter (2022) • Sentinel, Holton FFA Chapter (2021)