

Sheppard G. Rogers

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EDUCATION

M.S. Agricultural Economics.....Aug 2021 – Dec 2022 (Expected)
Kansas State University, Manhattan, KS

B.S. Agricultural Business Management.....Aug 2016 – May 2019
North Carolina State University, Raleigh, NC

A.A.S. Agricultural Business Management.....Aug 2013 – May 2016
North Carolina State University, Raleigh, NC

EMPLOYMENT

- **Kansas State University** Manhattan, KS – Graduate Research Assistant – (7/2021 – Present)
 - Actively conducting empirical research regarding fed cattle price analysis with major professor Dr. Ted C. Schroeder.
 - Prepared white paper report for Companion Protect LLC evaluating the impact of pet health insurance on veterinary clinic operations, financial performance, and client behavior.
 - Currently analyzing USDA Livestock Mandatory Reporting transaction-level data and performing regression analysis to explain price variation in fed cattle transactions.
- **AGDATA, L.P.** Charlotte, NC – Support Specialist – (5/2019 – 3/2020)
 - Coordinated with marketing, product management, and sales operations teams to build and actively manage AGDATA’s client and prospect database.
 - Assisted marketing team with website content, client/prospect newsletters, sales presentations, and email outreach campaigns.
 - Assisted in maintaining CRM data cleanliness, creating competitor battlecards, and making sales process improvements.
 - Managed the coordination, execution, and communication of product feedback surveys.
- **North Carolina State University** Raleigh, NC – Research Assistant – (9/2017 - 5/2019)
 - Assisted with data collection, entry, and organization on several projects including:
 - Project budget construction for a food dehydrator as a solution for edible unharvested produce.
 - Evaluating the implications of food recalls on a firm’s share price over time.
 - Updating agricultural extension database detailing currently accepted chemical inputs and relevant pricing data in North Carolina.

SKILLS

- Microsoft Outlook (Advanced)
- Microsoft Word (Expert)
- Microsoft Excel (Advanced)
- RStudio (Intermediate)
- STATA (Intermediate)
- Salesforce CRM (Intermediate)

PROFESSIONAL / RESEARCH PROJECTS

- Kansas State University: Evaluating the Impact of Pet Health Insurance on Veterinary Clinic Operations, Financial Performance, and Client Behavior – (7/2021 – 10/2021)
 - Conducted literature review of pet health insurance industry to compile insights about its impact on various aspects of veterinary clinics and their clients.
 - Goal was to inform pet health insurance providers about how to better market and accelerate the development of pet health insurance offerings.
 - Prepared a white paper report synthesizing existing literature and data and presented it to Companion Protect LLC (Kansas City, MO).
- AGDATA: Client and Prospect Database (CAPDB) – (6/2019 – 11/2019)
 - Identified potential clients in the agricultural and animal health manufacturing space, compiled their relevant firmographic data, compared characteristics of existing clients to that of potential clients to prioritize high-probability prospects.
 - Discovery of firmographic data was conducted through use of ZoomInfo, investor presentations, and tradeshow networking.
 - Led to more concentrated efforts by the sales team on higher probability prospects, a marketing message better tailored to those prospects, and an ability to quantify AGDATA's total addressable market (TAM).

MEMBERSHIPS & FELLOWSHIPS

- Center for Risk Management Education & Research Fellow, Kansas State University
- Timothy R. Donoghue Fellow, Kansas State University
- Graduate Students in Agricultural Economics Member (GSAE), Kansas State University
- Case Study Club Member, Kansas State University

VOLUNTEER EXPERIENCE

- Elected Representative, GSAE Officer
 - Served as a student advocate and representative within faculty meetings of the Agricultural Economics department.
 - Organized networking functions with faculty, current students, and prospective members.
 - Facilitated introductions of incoming students to faculty members.
 - Scheduled faculty visits to club meetings to discuss current research pursuits.

AWARDS AND HONORS

- Timothy R. Donoghue Scholar, Kansas State University – (Fall 2021 – present)
- Graduated Magna Cum Laude, North Carolina State University – (Spring 2019)
- Tau Sigma Honor Society, North Carolina State University – (Spring 2017 – Spring 2019)
- Delta Tau Alpha Honor Society, North Carolina State University – (Spring 2015 – Spring 2016)

CONFERENCES & OTHER LEARNING EXPERIENCES

- Farm Progress Show - Decatur, IL, August 2019
- Agricultural Retailers Association Conference - New Orleans, LA, December 2019