Food, Agriculture and International Trade – Panel Discussion with Industry Experts

Tuesday, April 8, 2025
2:00 pm - 5:00 pm
Food + Farm Exploration Center, 3400 Innovation Dr, Plover, WI 54467

SPEAKER BIOS

Bruce A. Glaub, *Principal, Trade Acceptance Group*
Bruce joined Trade Acceptance Group (TAG) in July of 2016 as a principal opening the Wisconsin Office. He has over 15 years of international trade finance experience in banking and another 10 years of sales and marketing experience in international markets. Bruce started his career with InPro Corp and was the first employee in the international department. During his eight-year tenure, he established key distributors around the world.
Bruce transitioned to international finance working for US Bank for 7 years and BMO Harris (M&I) for 8 years. During Bruce's tenure in banking, he focused on international methods of payment and risk mitigation, helping companies understand and implement the appropriate international method of payment.
Bruce is active in the international community as a recent past president of MMAC's WTA, (World Trade Association), Executive Board Member of ICE, (International Credit Executives), and a Board Member of Waukesha County Technical College's (WCTC) International Advisory Council.
Bruce received his BS in Economics from the University of Wisconsin-Madison and earned his Masters of Science in International Business from UW-Milwaukee. He has a Property and Casualty Insurance License from the state of Wisconsin.

Kevin Lipps, *Vice President, International Sales, Seneca Foods Corporation*
Kevin Lipps has served as Vice President of International Sales at Seneca Foods Corporation since 2011. Growing up in New Richmond, Wisconsin and graduating from the University of Wisconsin-Eau Claire, he began his international career in 1997 with the Friday Canning Corporation, transitioning to Seneca when acquired in 2003. He has participated in numerous international trade missions and trade shows, helping Seneca's processed vegetables from Wisconsin reach 50+ countries annually. He is grateful for the opportunity to explore further success in promoting Wisconsin's agricultural and agribusiness exports.

Elías O. Rivera, *International Account Manager, Export Division, Schreiber Foods Inc*.
Elias is an accomplished International Account Manager in the Export Division at Schreiber Foods Inc., where he oversees global accounts and drives international sales strategies. Prior to joining Schreiber Foods Inc., Elías served as a Senior Area Manager for a leading USA-based egg producer. In this role, he successfully developed private brand programs, and managed export business to Mexico. His innovative approach and dedication to quality have consistently delivered exceptional results.
At Schreiber Foods Inc., Elías has spearheaded customer brand cheese programs in Mexico, Central America, and the Caribbean for customers with global presence and key in-country players. He is part of the Schreiber team honored as the Exporter of the Year by USDEC in 2021, a testament to their outstanding contributions to the company's success.