



**Decision
Innovation
Solutions™**

Decision Innovation Solutions

Merlin Siefken

Business Development Manager

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Merlin Siefken

Merlin Siefken is the *Business Development Manager* for Decision Innovation Solutions.

Merlin Siefken, President of Siefken Management Services, is on contract with Decision Innovation Solutions to provide Business Development services.

Merlin is responsible for maintaining and enhancing existing business relationships, conducting research of new product lines and service offerings, collaborating with other members of the Decision Innovation Solutions team on project development and administration, and identifying prospective customers.

Originally from east central Nebraska, Merlin worked for John Deere in numerous sales, sales finance, and strategic business unit positions. He and his family moved to the Des Moines area in 1986 as part of a 7-member management team that started a new company for John Deere named Deere Credit Services, Inc. The company (now known as John Deere Financial) started with about 45 people in the office and grew to more than 800 when they moved to new headquarters in Johnston, Iowa. Merlin retired from John Deere in December of 2001. Since his retirement, he has worked at the Iowa Agriculture Innovation Center as a business development professional, and in August of 2007 formed an independent consulting company, Siefken Management Services.

Merlin earned a BS degree in Mechanized Agriculture with a minor in Business Administration from the University of Nebraska. He also completed the American Financial Services Association's Management Development Program at the University of North Carolina's Kenan-Flagler Business School.

ABOUT DECISION INNOVATION SOLUTIONS

DECISION INNOVATION SOLUTIONS IS AN INFORMATION RESEARCH COMPANY FOCUSED ON BEING A CATALYST FOR IMPROVED DECISION-MAKING, RESULTING IN GREATER PRODUCTIVITY AND PROFITABILITY. THE COMPANY OFFERS STOCHASTIC MODELING, DATA ANALYSIS, AND ECONOMIC RESEARCH. DECISION INNOVATION SOLUTIONS' WORK PROVIDES PRIVATE AND PUBLIC ENTITIES SIGNIFICANT CONFIDENCE IN MAKING BUSINESS, INVESTMENT, AND POLICY DECISIONS.