



ARA STAFF



Director of Marketing & Communications

Michelle Hummel manages ARA's marketing and communications efforts to raise awareness of the organization's accomplishments among ARA members, the media and other influential groups within the agriculture industry. She is also actively involved in the planning and execution of ARA's annual conference and exposition, which has experienced significant growth in recent years. In addition, Michelle works with others on ARA's staff to ensure that legislative and regulatory issues of importance to ARA members are reported to key audiences in a timely manner.

Hummel joins ARA with more than 10 years of experience in marketing and communications in the agriculture industry. She previously served on the account management and public relations teams at Osborn & Barr Communications in St. Louis, Missouri. During this time, Hummel managed a variety of advertising and public relations campaigns, marketing research activities and brand development projects. A few of her clients included Monsanto Company, the United Soybean Board, the Propane Education and Research Council and the Environmental Protection Agency.

Before joining Osborn & Barr, Hummel worked briefly for another St. Louis marketing firm and provided assistance on specific projects within various departments at Monsanto Company in St. Louis. While completing her degree, she also held summer internships with Monsanto Enviro-Chem and MEMC Electronic Materials, Inc., both in the St. Louis metropolitan area.

Over the past several years, Hummel has received several awards for her work from the National Agri-Marketing Association (NAMA) and the Business Marketing Association. She is a graduate of the University of Missouri – Columbia and holds a Bachelor's Degree in Business Administration with an emphasis in marketing.