

Rob McClelland

President and CEO, FLM+

Rob McClelland is a nationally recognized thought leader in marketing to and communicating with the dynamic, global agricultural industry. Rob is president/CEO of FLM+, which is a hybrid strategic consulting, marketing and communications company headquartered in Columbus, Ohio, that specializes in agriculture, rural lifestyle, life and environmental sciences. He joined FLM+ in 2009.

Under Rob's leadership, in six years FLM+ has grown to rank as one of the country's fastest growing and largest companies serving these vital markets. Via setting strategy, aligning teams, shaping opinions and creating demand, FLM+ is at the forefront of a new kind of hybrid company built specifically to not only remain relevant, but to foster change and to lead agriculture and rural communities on a global platform into a new century.

Prior to FLM+, Rob was a founder and senior vice president of Adayana Inc., at that time a 350+ person learning services and strategic consulting company. Before successfully helping build Adayana into a global consultancy, Rob led the introduction of innovative digital strategies with Broadvision, a broad-spectrum e-commerce and Internet solutions company. He also served as senior vice president of Meyocks & Priebe Advertising where he built their digital capabilities from the ground up. Rob also held leadership positions at AgriGrowth, Inc. and started his career at Ciba-Geigy, now Syngenta.

Rob earned an agricultural economics degree from The Ohio State University and, in 2013, the College of Food, Agricultural and Environmental Sciences named Rob a "Distinguished Alumnus." Rob is active in the National Agri-Marketing Association and the Alpha Gamma Rho fraternity, both locally at Ohio State and internationally. He is actively involved with many policy-oriented organizations in Washington, D.C., and throughout the country, and is regularly a featured presenter/facilitator at industry gatherings.

Rob, his wife, Shelly, and their five children reside in the greater Columbus, Ohio, community.

Education

B.S., Ohio State University

Experience

Adayana

Broadvision

Meyocks & Priebe

AgriGrowth Inc.

Ciba-Geigy

Community leadership

Ohio State University President's Club

Olentangy Youth Athletic Association

St. Joan of Arc Catholic Church

Alpha Gamma Rho House Corporation Board Community Leadership