

Michael Lichte
Chief Insights and Optimization Officer
Dairy Farmers of America, Inc.

Michael Lichte serves as Chief Insights and Optimization Officer for Dairy Farmers of America (DFA), a national dairy cooperative owned by nearly 5,000 dairy farm families across the United States. DFA and its affiliates market milk and dairy products domestically and internationally and maintain a significant operational presence across the dairy supply chain, including milk marketing, manufacturing, processing, logistics, and global ingredient sales.

In his current role as Chief Insights and Optimization Officer for DFA, he facilitates the development of DFA's enterprise-wide strategic priorities alongside the organization's leadership group and works with business leaders across the cooperative to enhance business performance, and advance long-term growth initiatives. Since joining DFA in 2004, he has served in a range of leadership positions spanning customer relations, international business development, supply chain planning, and general management of DFA's global dairy powders business. Beyond DFA, he is actively engaged in national and international dairy policy and trade matters through service on the boards of National Milk Producers Federation, U.S. Dairy Export Council and Global Dairy Platform. He also serves as a cleared advisor to USDA's Agricultural Technical Advisory Committee for Trade in Animals and Animal Products.