

## **Dr. Ron Cox - Event Speaker Introduction**

Our speaker today is Ron Cox. Ron grew up in Dubuque, Iowa watching the Apollo missions to the moon and then headed off to Iowa State University where he received a B.S. and Ph.D. in Aerospace Engineering.

His early career included work designing airfoils and fighter aircraft in the aerospace industry. He also spent time as an aerospace engineering professor and as a C-level executive for a manufacturer of cooling towers. Most recently he served as the director of a business outreach unit, as associate dean of corporate engagement, and as assistant vice president of extension at Iowa State.

Ron currently runs *Midwest Workforce Strategies*; a consulting company that helps organizations understand workforce challenges and design plans to grow their labor force.

Ron's talk today will cover some of his recent research on workforce shortages and how great organizations are winning the competition for talent.