



Dairy Records Management Systems

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FOR IMMEDIATE RELEASE

DRMS Welcomes Jena Swanson as Manager of Marketing and Outreach

Raleigh, N.C. [January 23, 2025] – Dairy Records Management Systems (DRMS), a leader in dairy management information, announces Jena Swanson as its new Manager of Marketing and Outreach. Swanson will lead marketing and customer engagement efforts to reach dairy farmers and support the organization’s objectives to serve the dairy industry.

Swanson holds a B.S. degree in Marketing Communications from the University of Wisconsin–River Falls. She brings over 18 years of livestock industry-focused, B2B marketing experience to the organization. She has held marketing roles across cooperatives and marketing agencies including Central Livestock Association, Bader Rutter and Filament. Her industry experience encompasses livestock marketing, equipment, animal health and animal nutrition.

Her connection to the livestock industry was cultivated on her family’s beef cow/calf operation in Cushing, Wis. She carried this passion to serve on the Wisconsin Cattlemen's Association Board of Directors, holding various leadership roles and committee responsibilities.

Aaron Rose, DRMS chief financial officer, adds, “Jena’s appointment underscores our commitment to providing the dairy industry with superior data-driven solutions. Her vision and energy will be instrumental as we expand our outreach and strengthen our role as a trusted partner for dairy producers.”

Robert Fourdraine, DRMS assistant director for product development, states, “We have several new, exciting product releases planned for 2025. Jena brings the marketing and outreach experience to develop successful go-to market strategies to engage our industry partners and producers.”

Dairy Records Management Systems (DRMS) provides the dairy industry with superior data-driven management information and analytical insights to inform herd decision making. DRMS is a non-profit organization that has been an integral part of North Carolina State

University and Iowa State University for over 60 years. As a member owned cooperative, DRMS provides a suite of cost-effective management products to serve the dairy industry. To learn more, [visit drms.org](http://visit.drms.org).



[Images available for download:](#)

Image: [DRMS Logo] Dairy Records Management Systems (DRMS) provides the dairy industry with superior data-driven management information and analytical insights to inform herd decision making.

Image: [Jena Swanson Headshot] DRMS Welcomes Jena Swanson as Manager of Marketing and Outreach

