

# Reid Hensen

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I work to solve problems facing the natural resource and agricultural industries through community, empathy, curiosity, and thoughtful empirics. The current suite of tools I use to employ these values are geo-spatial data analytics, econometrics, machine learning, and human experience. I am always willing to learn a new skill or develop a new tool in order to solve the problems at hand. See my website for a portfolio of some of my work.

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## SKILLS

**Languages:** R, Python, SQL, Git, Spanish

**Software:** Excel, QGIS, Google Earth Engine, Github, Wordpress, Notion, Figma

**Business Development:** sales, grant writing, content creation, project management

**Personal:** human relationships, emotional intelligence, moving quickly through the mountains, ranch/farm management

## SELECT WORK EXPERIENCE

**Lead Data Scientist** – *Farm Holdings Inc.*

Jan 2022-Present

Working with our team and stakeholders to create insight driven data products. Additionally employing my agricultural and economics background to ensure our products successfully navigate the intricacies of private working lands.

**Contractor** – *Self Employed*

Jan 2021- Present

*South Dakota State University*

Hired to bring software development, product design, and agricultural expertise to a large team of academics and software engineers building a whole-farm dairy systems model.

*Bountiful Ag*

Hired to use Google Earth Engine, Python, and R to create software that helps improve and measure sustainability for specialty crop growers in California. Particularly focused on developing a measurement and verification plan for carbon sequestration in CA orchards.

*Y2 Consulting*

Hired to build socio-economic reports for various Wyoming county governments to aid in decision making around natural resource management.

*Colorado State University*

Hired to design and program the full stack of a web application to be hosted on their rangeland management website. (<https://csurange.shinyapps.io/RangeCC/>)

*FarmTogether*

Hired for written content creation around regenerative and sustainable agriculture for their marketing division.

**Ranch Planning Advisor** – *Quivira Coalition*

Jan 2021- Sep 2021

Developed a new ranch planning program fostering regenerative soil health management within the Quivira Coalition's Carbon Ranch Initiative and led the program's business development, recruitment, and grower success efforts. Notable results included:

- 9 producers enrolled and over 30,000 acres enrolled within the first 4 months of the program
- Over 150 people reached through interactive planning process workshops focused on soil health management practices and enterprise analysis

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**Graduate Assistant – CSU Agricultural and Resource Economics** Aug 2019- April 2021  
Served as a teaching and research assistant developing code and methods to analyze land cover types, conservation easements, livestock prices, and U.S. Farm Bill subsidy programs.

**Project Manager - Lava Lake Land & Livestock** Aug 2018 – Jul 2019  
Managed an array of ranch operations and sales projects such as fencing, noxious weed management, and grazing planning, federal leased grazing permits, wholesale lamb sales, conservation programming, hunting programs, and business development. Notable results included:

- Doubled grass-fed lamb sales from \$100,000 to \$200,000 in Idaho in less than 6 months
- Oversaw the implementation of a new farming program on 600 acres
- Fostered agency and NGO relationships to bring additional funding opportunities to the operation

**Human Dimensions Research Assistant - USFS Research & Development** Jan 2015-Dec 2017  
Assisted in the development of research and outreach materials for a 5-year, \$5 million grant focused on biomass research and forest planning. Primary responsibilities research around U.S. Forest Service resource planning efforts, conference logistics, and website & book publications. Notable results included:

- Successful coordination of the grant’s annual meeting
- Publication of a user-friendly research review booklet of grant outcomes (<https://www.fs.usda.gov/treesearch/pubs/53288>)

**Ranch Hand – Various Ranches** Seasonally in 2016, 2017, 2018, 2020  
Worked to intensively manage livestock (cattle, goats, and sheep), build and maintain fences, irrigate, sell meat, operate and maintain heavy equipment, and aid in other projects as needed.

## EDUCATION

**Colorado State University | Fort Collins, CO**  
M.S. in Agricultural Economics May 2021  
*Thesis Topic: The Impact of Drought on Conservation Program Enrollment for Livestock Producers*

**University of Montana | Missoula, MT**  
B.A. in Psychology | Minor: Business Administration December 2017  
*Magna Cum Laude*  
*University Scholar Distinction*

## ADDITIONAL RELATED EXPERIENCES

Farm/Ranch Enterprise Analysis Teaching Assistant Aug 2019-Dec 2019  
Blaine County Food Council Resilience Working Group Dec 2018-Apr 2019  
Research Assistant (Environmental Behavior Lab) Aug 2016-Dec 2017  
Presidential Scholarship Selection Committee Nov 2016-Jan 2017