



United Dairy Industry of Michigan

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## **United Dairy Industry of Michigan Announces CEO Transition**

*Dwyer Williams will lead UDIM efforts to connect with consumers to build trust in dairy foods and farms, taking over for retiring CEO Sharon Toth.*

OKEMOS, Mich. [Jan. 20, 2022] – United Dairy Industry of Michigan (UDIM) is pleased to announce Dwyer Williams has been named its new Chief Executive Officer (CEO). She will take over for retiring CEO Sharon Toth, who announced her departure last fall.

“The UDIM board looks forward to working with Dwyer as she takes the lead at UDIM,” says UDIM President Corby Werth. “Her strategic thinking, coupled with the foundation the UDIM team has built will lead Michigan’s dairy community into the future. As we continue to build future milk drinkers, the innovation and marketing that Dwyer previously guided will continue to move our programs forward.”

A skilled communicator with tenures at leading marketing agencies and the national dairy checkoff, Williams has more than 20 years of leadership experience, serving as a counselor to CEOs, business strategist, long-term planning specialist, intelligence specialist and marketing leader.

Williams earned a bachelor’s degree in communications studies from the University of Kansas and has since honed her business development, strategic management, leadership and communication talents while building bridges and teamwork to benefit the future of the dairy community.

“I am thrilled and honored to be selected as the United Dairy Industry of Michigan CEO,” says Williams. “I have worked for dairy farmers for seven years, most recently as the Chief Transformation Officer at Dairy Management Inc., where I focused on understanding the rapid-fire developments in technology, shifting markets, consumer demands, competition and cultural change to build an industry-wide roadmap for the future.”

“I plan to bring that strategy and thinking to complement the legacy of smart work and strong programming the UDIM staff already brings forward,” Williams adds.

Williams will help continue the legacy outgoing CEO Sharon Toth has built in her more than a decade of service as UDIM CEO.

“Michigan dairy farmers are grateful to retiring CEO Sharon Toth for devoting more than 33 years to promoting the dairy foods we provide. You can feel how genuinely dedicated Sharon is to supporting our Michigan dairy community,” says Werth.

“Leading the charge with the UDIM team, she has helped create strong programs and build relationships to help share the importance of dairy foods in healthy diets to people throughout our state,” adds Werth. “These efforts are key in encouraging dairy sales to help sustain our farm families.”

During Toth’s time as CEO, UDIM has built a dairy promotion legacy dedicated to increasing social and digital outreach, surprising and delighting consumers with dairy foods at events, helping to reduce food insecurity in local communities, building relationships with those outside of agriculture to extend the dairy promotion message and seeking new and innovative ways to connect the next generations of consumers and farmers.

“It’s been my privilege to serve as the UDIM CEO these past 11 years and help support Michigan’s remarkable dairy industry,” says Toth, who began her career with UDIM as a registered dietitian.

“When I joined UDIM, it was so easy to promote the superior nutrition of dairy foods,” she adds. “Over the years as I got to know our dairy farmers and learned about how they take care of their land and their animals, my passion for dairy only grew. I’ve had a fulfilling career working on behalf of dairy farmers, and while that is ending, I will continue to promote the goodness our dairy farmers bring through their dairy foods and their contributions in local communities.”

“I wish the team and incoming CEO Dwyer Williams the best as she takes over the reins of the organization. Michigan’s dairy promotion programs are in great hands.”

Williams begins her tenure with UDIM Feb. 14. Toth will serve as an advisor to Williams until April 15 to help ensure a smooth transition.

“I know incredible opportunities lie ahead for Michigan dairy farmers to win with the current and next generation of consumers, ensuring they have a bright future for their kids, grandkids and for generations to come,” says Williams.

### **About the United Dairy Industry of Michigan**

The United Dairy Industry of Michigan (UDIM) is dedicated to serving Michigan’s hard-working dairy farm families and promoting Michigan’s locally produced dairy products. UDIM is the umbrella organization for the American Dairy Association and Dairy Council of Michigan. These non-profit organizations provide dairy product promotion and nutrition education services on behalf of their funding members.

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**UDIM\_Dwyer Williams CEO.png:** *Dwyer Williams, incoming UDIM CEO*

**UDIM\_Corby\_Werth\_UDIM President.jpeg:** *Corby Werth, UDIM President*

**UDIM\_Sharon Toth.jpeg:** *Sharon Toth, outgoing UDIM CEO*