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UW-Green Bay: Cofrin School of Business welcomes Alumnus Adam Jansen, Senior Innovation Manager at Volvo, to its Advisory Board

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Green Bay, Wis.—University of Wisconsin-Green Bay alumnus, Adam Jansen ’11 (Business Administration), hails from Sheboygan, Wis., but has spent most of his career in Silicon Valley. In his current role with Volvo Group, he leverages emerging technologies to develop new transportation services and solutions. His past experience includes launching and running a satellite office for Plug and Play Tech Center (a highly successful startup accelerator) and leading automotive projects at Adient (a major Tier 1 supplier) which served Tesla and other tech giants.

Jansen will serve as a member of UW-Green Bay’s Cofrin School of Business Advisory Board.

“In this age of digital transformation, the Cofrin School of Business is creating curriculum and educational experiences that prepare industry leaders to face an exponentially changing business environment,” said Matt Dornbush, dean of the Cofrin School of Business. “Adam’s ability to imagine the future, disrupt the status quo, and create a positive impact in his company is invaluable to these efforts.”

The Cofrin School of Business recognizes that education, just like the business environment, is in an age of disruption. “I am impressed by the School’s commitment to lead through change,” says Jansen. “I look forward to engaging with my alma mater during this exciting new chapter.”

Jensen’s educational background includes his business degree from UW-Green Bay,

a Master of Business Administration (MBA) from University of Southern California, and a Master of Liberal Arts in Sustainability from Harvard University. Jensen also holds a private pilot license and he enjoys flying his airplane around California on the weekends.

For more information on the Cofrin School of Business Advisory Board, please contact Madeline VanGroll at vangrolm@uwgb.edu.