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Richard Vlosky is Director of the Louisiana Forest Products Development Center and Professor of Forest Products Marketing at the Louisiana State University Agricultural Center in Baton Rouge. He received his Ph.D. in Wood Products Marketing at Penn State University, an M.S. in International Forest Products Trade from the University of Washington and a B.S. in Natural Resources and Forest Management from Colorado State University. His areas of research include: Domestic and international wood products marketing and business development, Certification & green marketing, eBusiness, eCommerce, and Value-added products. He has authored or co-authored over 120 refereed publications, 8 book chapters and one book. Dr. Vlosky has made over 300 presentations on a variety of topics in the U.S. and 23 countries. He is currently a member of the Board of Directors for the Louisiana Forestry Association, Team Leader for the Team of Specialists for Forest Products Markets and Marketing-United Nations Economic Commission for Europe/FAO in Geneva and Chair for the International Union of Forest Research Organizations (IUFRO) Working Group on Forest Products Marketing and Business Development. In addition to his academic accomplishments, Rich is an active member of the LSU AgCenter and LSU A&M communities as a member of many committees and boards.