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Dr. Eric Spandl is the Technical Marketing Manager for Winfield Solutions, LLC, a Land O'Lakes company. His 15-year career with Land O'Lakes includes working for Cenex Land O'Lakes Agronomy Company and Agrilience, LLC. Before being named technical marketing manager, Eric served as a professional agronomist. His current responsibilities include developing technical, marketing and training materials for use by employees, retailers and growers. Key areas of emphasis are crop protection and application technology. Key contributions during his tenure include developing numerous technical and marketing materials such as the industry-leading Crop Protection Guide. In addition, Eric has been a leader in development of innovative training and marketing materials in the area of crop protection and application technology using high speed cameras and video. Eric received a B.S. degree from the University of Minnesota and a M.S. and Ph.D. from Michigan State University and completed a post-doc at the University of Minnesota. He is a member of professional societies such as the ASA, NCWSS, and WSSA, and is on the Minnesota CCA board. Eric has served on various committees for the WSSA and NCWSS including Fellows, Strategic Planning, Electronic Communications, Finance and Steering Policy, Placement, Summer Contest subcommittee of Resident Education, and acted as a judge numerous times for the paper and poster contest. In addition, Dr. Spandl has authored and contributed to numerous professional and industry publications and has presented or co-authored many abstracts for the aforementioned societies.