

## **LeeAnn Moss**

University of Guelph, Honors B.Sc Agriculture, Animal & Poultry Science, 1984

University of Illinois, Ph.D. Agricultural and Applied Economics, 2000

Dr. LeeAnn Moss is an economist, business consultant, and educator with decades of experience in management education, business consulting, and land/business valuation.

After decades in agricultural asset management and sales, she and her husband formed The Loranda Group (an agricultural real estate services firm) in 1995 and Novalis (a consulting and education company) in 2001. She has consulted with leading agricultural technology companies, various industry non-profit organizations, institutional farmland investors, and numerous agribusinesses.

Dr. Moss was raised on a Hereford cattle farm in Ontario, Canada. She earned an Honors Bachelor of Science in Animal and Poultry Science from the University of Guelph (1980) and a doctorate in agricultural economics from the University of Illinois at Urbana-Champaign (2000). She has taught both undergraduate and graduate courses in economics, finance, valuation, management, and strategy at The Ohio State University, the University of Missouri-Columbia, and the University of Illinois at Urbana-Champaign. Additionally, she has instructed adult learners across the U.S. for several professional organizations, both online and in the classroom.

In 2014, Dr. Moss was awarded the "Stalcup Excellence in Education Award" from the American Society of Farm Managers and Rural Appraisers (ASFMRA) for her career contributions to the development and teaching of real estate valuation course programs. In 2017, she was named to the Illinois Chapter's "Hall of Fame," an honor given to members whose "professional accomplishments have exemplified the ethical standards and professionalism of the organization."

She currently serves as a full-time lecturer in the Department of Agricultural Economics at Purdue University teaching courses in macroeconomics, agribusiness management, and strategic management to over 1,000 undergraduate students each semester. She is also one of the leaders of the College of Agriculture's May study abroad program.

In her spare time, she is an avid traveler, reader, antique collector, and artist.