

Molly Blanchfield: Combining a passion for customer service and technology

It's not every day you meet someone who is as perfect a fit for their job as Molly Blanchfield, Software Product Manager for the Feed Allocation System at PrairiE Systems. Her position requires the ability to train new users on the software and then turn back to the software developers to accurately explain the needs of the end users.

"I grew up around computers," Molly explained. She stated that her passion for this work really came when she started working with developers in the IT department of one of the largest co-ops in Iowa. "Having the mindset of integration and automation really helped us advance the technology of that division at the coop. It's really fun to see how much efficiency can be gained when you ask what-if questions."

She grew up in the country with a lot of farming relatives nearby. Once in college at Iowa State University, she knew the agriculture industry was where she wanted to be and she graduated with a bachelor's degree in Agribusiness with a minor in business management.



and Allyssa, a junior in agriculture education at Iowa State University — as well as Charlie the parrotlet and Daisy the pitbull, she also dabbles in the wine industry by putting on private wine tasting events.

It's true, you might cross paths with Molly if you call PrairiE Systems for customer support, attend a wine tasting event, or catch some Cyclone basketball. However, if you don't meet her at one of those events, make sure to attend her favorite event of the year: The PrairiE Systems User Conference.

The User Conference brings together all of the groups Molly works closely with who might not usually cross paths. At the conference, users and programmers join each other for a day full of discussion and learning.

"It's an opportunity for the PrairiE Systems team to hear firsthand what our customers want to see next," Molly said. "We get to hear more about how they are using our software and ways we could improve." She goes on to explain that it's also incredible to see

customers talk to one another and share tips and ideas on how the software is working for them.

After 7 years at PrairiE Systems, Molly continues to find her job extremely fulfilling. "I get to marry my passion for technology with the people side of the job," she said.

In her position at PrairiE Systems Molly gets to see a lot and she does it all with a grin, a good sense of humor, and, often, the parrotlet Charlie trying to join in the conversation.

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"Right now, the livestock production industry is on the steep side of the learning curve when it comes to utilizing technology to improve production, but it is on the verge of growth now that the infrastructure needed for success has begun moving in to rural areas," Molly described. "It's an exciting time to be involved. There is huge potential to capture and then use data in a real time fashion like has never been seen before. I'm really excited to see what the industry is going to look like in just 5 to 10 years from now!"

Molly is not the type of person to sit still. Beyond being the proud parent of her two kids, Tyson, a junior in high school,

