# South Dakota Trade Names Rachael Weiland President & CEO

SIOUX FALLS — The South Dakota Trade board of directors has named Rachael Weiland as the organization's next president and CEO, following a competitive search process that drew a strong field of candidates from across the state's business and economic development community.

"Our board undertook a thorough and competitive search, and Rachael distinguished herself at every step," said the South Dakota Trade Board of Directors. "She brings the relationships, the trade expertise, and the drive that this organization needs to keep building on the momentum we've established. The board has complete confidence in her ability to lead South Dakota Trade into its next chapter, and we are thrilled to welcome her to this role."

Weiland has served South Dakota businesses directly, working with companies to identify opportunities for international growth while developing and leading trade missions to global markets. Her background gives her firsthand insight into the opportunities and challenges South Dakota businesses face as they compete internationally.

"I am honored by the trust the board has placed in me to lead South Dakota Trade," Weiland said. "This organization has already made a real difference for businesses across our state, and I'm excited to build on that foundation; growing the relationships, opening the doors, and creating the opportunities that help South Dakota companies compete and succeed in markets around the world."

Joe Fiala, who has served as interim president and CEO of South Dakota Trade, will hand over leadership of the organization to Weiland.

"It has been a privilege to steward this organization, and I couldn't be more pleased to hand over the reins to someone with Rachael's experience in the trade world and her genuine gift for building and cultivating relationships," Fiala said. "She is the right leader to carry South Dakota Trade forward, and I look forward to supporting her success."

Before joining South Dakota Trade, Weiland served as Director of Account Service at Click Rain, a South Dakota-based digital marketing agency, where she worked with businesses and organizations to develop strategies that strengthened their brands, engaged customers, and supported growth. Most recently, she served with VRC Metal Systems, an advanced manufacturing and technology company, supporting business development and marketing initiatives with a focus on expanding the company's reach and positioning its innovative technology for new markets.

A graduate of South Dakota State University with graduate studies at the University of South Dakota, Weiland has built her career around connecting people, organizations, and opportunities. She is passionate about South Dakota businesses and believes the state has tremendous potential to compete and succeed in markets around the world.

Outside of her work, Weiland enjoys spending time with her husband and three sons. She is curious by nature about different cultures, places, and people and loves connecting with others and communities.

South Dakota Trade is a 501(c)(6) association that navigates international trade for South Dakota. The association has offices in Sioux Falls and Rapid City. For additional information, visit www.southdakotatrade.com.