



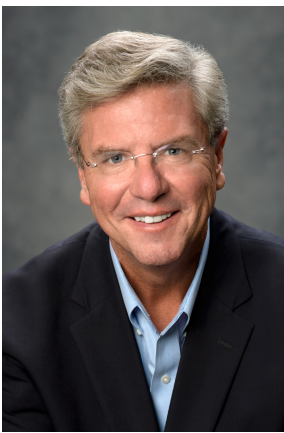
The Robert C. McDermond Honorary Lecture

TITLE: $RS=2AQ(IQ+EQ)$

Thursday, February 7, 2019

11:30 AM – 12:30 PM

Union Building Ballroom



Daniel J. Hasler '80
Executive Vice President for Communication
Purdue University

(Dan) serves as executive vice president for communication. He is the chief brand marketer for the institution, overseeing marketing strategy, strategic communications, media relations, advertising, licensing, and digital marketing in collaboration with colleges and units across the Purdue System.

Hasler joined the Purdue Research Foundation in 2013, serving as its president and chief entrepreneurial officer through 2017. Over the past five years, under his leadership, Purdue has reached record numbers of patents, licenses and technology commercialization based on ever-expanding Purdue research.

Previously, Hasler served as the Secretary of Commerce for the State of Indiana and Chief Executive Officer of the Indiana Economic Development Corporation (IEDC). As Secretary of Commerce, Hasler attracted a record-breaking 254 companies to the State of Indiana in FY 2012.

He has an extensive 32-year career at Eli Lilly and Co., a Fortune 500 global pharmaceutical company headquartered in Indianapolis. While at Eli Lilly, Hasler served in a number of leadership positions, most recently as Chief Marketing Officer, and was responsible for the commercial strategy and market performance of Lilly's worldwide pharmaceutical portfolio. He also was the Chief Marketing Officer for Eli Lilly USA. Prior to that, he led the commercial operations of Eli Lilly's largest European group for three years and was General Manager and President of Eli Lilly of Brazil LTD. In 2010, Hasler was the recipient of the Lilly Lifetime Achievement Award.

A native of Paris, Illinois, Hasler is a 1980 graduate of DePauw University, where he received the Walker Cup and was a member of Beta Theta Pi. He has a Master of Business Administration from Duke University. He is actively involved in the Hoosier community and serves on a number of boards.

Dan and his wife Kathy have two children, Daniel, 26 and Brooke, 25 (DePauw 2016).