Distributed by UW News Service January 6, 2025

Link to original story: <https://www.uwec.edu/stories/cob-grad-kaitlyn-riehle-ready-business>

UW-Eau Claire grad Kaitlyn Riehle is ready for business

**Story by UW-Eau Claire**

As graduates of the University of Wisconsin-Eau Claire know, the desire to get out into the world and start making a positive impact is fierce, and alumni prove every day that change is theirs for the making — locally, nationally and globally.

Kaitlyn Riehle is a graduating marketing major from Athens who decided that making a big impact could start long before graduation. As a student consultant in UW-Eau Claire’s Small Business Development Center (SBDC), Riehle has been working on behalf of area small business for the last year.

“It’s been a remarkable experience,” Riehle says. “I’ve worked on a little bit of everything, from consulting with a law firm and a construction company to consulting with businesses in areas like nutrition coaching, gardening and food service.”

Riehle has consistently brought her passion and head for business to assisting over 40 SBDC clients across nine Wisconsin counties in projects such as website and logo design, social media strategy, business plan development and the implementation of successful marketing strategies.

Harlie Juedes, interim director of the SBDC, says Riehle has been a strong asset to their team, an empathetic communicator who is poised to rise to any challenge ahead of her in business.

“Beyond her technical expertise, Kaitlyn has a natural aptitude for leadership and collaboration,” Juedes says. “Her ability to manage multiple projects with precision and dedication while maintaining client confidentiality reflects her strong work ethic and reliability. Kaitlyn brings enthusiasm and a proactive approach to everything she does.”

That enthusiasm and proactive approach has been reflected in all elements of the Blugold student experience for Riehle, especially her dedication to student organizations and her participation in the University Honors Program. Riehle’s high-impact student experiences include:

* Serving as vice president of the American Marketing Association chapter at UW-Eau Claire
* Podcast manager for Eau Claire Hometown Media
* Student presenter at UW-Eau Claire’s Celebration of Research and Creative Activity
* Social media intern for the College of Business
* Co-founder of the new student organization Student Leaders and Managers Organization

Dr. Scott Swanson, professor and chair in the marketing and supply chain management department, has high praise for Riehle’s accomplishments and contributions in the College of Business.

“Among all the students I’ve taught over more than 25 years, Kaitlyn stands out for her exceptional dedication, curiosity, and the skills she developed academically and through practical experiences via the AMA, various employment positions, multiple internships and community service,” Swanson says.

Riehle, who says she started as a psychology major at UW-Eau Claire, will be graduating in three and a half years.

“While I didn’t expect to change my major, I think the transition to marketing made a lot of sense to me,” she says. “The marketing field is a focus on how people think, why they behave the way they do as consumers and how to influence their thinking — the psychology background has served me well.”

After graduation, Riehle plans to pursue opportunities in Eau Claire or the Twin Cities area, with a potential focus on marketing analytics.