



## **Keith Schneller**

**Director  
US Agricultural Trade Office in Shanghai**

Keith Schneller grew up on a farm and graduated with a bachelor's degree in economics from Colorado State University in 1988. He received his master's degree in agricultural economics at the University of London's Wye College in England on an International Rotary Scholarship in 1990. He was hired by USDA's Foreign Agricultural Service in 1991 and worked as a global grain analyst in Washington DC until being posted to Vienna, Austria in 1995 where he worked as an Agricultural Attaché covering seven countries in Eastern Europe. Keith returned to Washington in 1999 where he worked in the Multilateral Trade Negotiations Division during the Seattle Round of the WTO. Keith was assigned as Agricultural Trade Office Director in Guangzhou, China from 2003 -2006. He then took over the ATO in Taipei from 2006 – 2010 and transferred to ATO Shanghai in August 2010. During his tenure in Shanghai, Keith has taken the lead in reporting on revolutionary new eCommerce marketing channels for US food and beverage products that give US suppliers direct access to millions of Chinese consumers in second and third tier cities across China. Keith is optimistic that due to lingering food safety concerns inside China, rising incomes, rapid adoption of millions of smart phones, eCommerce is leapfrogging into the future and will provide great new opportunities for US suppliers of high quality food and beverage products that suit Chinese taste preferences. Keith will transfer back to FAS headquarters in Washington, DC later this summer and will start a new job as Assistant Deputy Administrator of the FAS/Office of Trade Programs in September 2014.