



Jerry O'Brien

Executive Director

Center for Retailing
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Jerry O'Brien is the executive director of the Center for Retailing in the School of Human Ecology at the University of Wisconsin-Madison. He also serves on the faculty of the retailing and consumer behavior major at the school and has a key role in keeping the major at the cutting edge of retail.

His passion for the retailing business is made evident through his work in preparing students to lead the future of the industry.

In addition to his work on campus, Jerry has created and delivered impactful presentations to retailers, consumer products companies and industry groups on topics ranging from the future of consumer engagement to how to manage intergenerational work forces. Most recently he presented at the National Retail Federation Conference.

Jerry sits on the board of directors for the National Retail Federation Foundation.