

David Wilson

David Wilson is a second-year MBA candidate at the University of Wisconsin–Madison, specializing in Strategic Human Resource Management. After graduating from the University of Arkansas with a bachelor's degree in Marketing, David spent eight years in the Consumer Packaged Goods industry, holding progressive marketing management roles at Tyson Foods, Pilgrim's Pride, and Johnsonville Sausage. His experience spans brand management, product development, customer strategy, and business operations.

As a Marketing Manager, David led cross-functional teams in executing large-scale initiatives including product launches, rebranding efforts, and enterprise-wide sales enablement programs. As a Prosci® Certified Change Management Practitioner, he successfully implemented multiple strategic change initiatives that aligned evolving customer demands with internal stakeholder priorities to drive business results.

During his Human Resources internship this summer with Chevron's Enterprise Change Management & Culture team, David supported the company's HR Transformation initiative. There he developed an AI-enabled Power BI readiness dashboard, synthesized insights from over 300 senior leaders, and delivered enterprise-level recommendations that shaped the sequencing strategy for a company-wide HR operating model implementation impacting 20,000+ employees.

David's passion for change management and strategy implementation drives his transition into Human Resources, where he combines his marketing expertise with HR practices to align incentives, learning and development, and analytics—ultimately empowering employees and enabling strategic execution.

At the Wisconsin School of Business, David also serves as a Graduate Teaching Assistant for Management Consulting and holds dual leadership positions as Board Member and Communications Chair of the Graduate Consulting Club. In these roles, he equips graduate students with consulting methodologies, business strategy frameworks, and case interview preparation while developing transferable skills for post-graduation success.