

Dr. John Reid is a Research Professor in Computer Science and Agricultural & Biological Engineering, and the Executive Director of the Center for Digital Agriculture. With over 35 years of distinguished experience in technology leadership across industry and academia, Dr. Reid has made significant contributions to the field. From 1986 to 2000, he served as a faculty member at the University of Illinois, focusing on sensing, automation, and control in food and agricultural systems. He then spent 19 years with Deere and Company, where he pioneered the development of enterprise field robotics capabilities. Dr. Reid also has extensive experience in innovation management, having served as Director of Enterprise Product Innovation and Technology for 14 years. In 2017, he was honored as a John Deere Technical Fellow for his contributions to technology innovation. From 2020 to 2022, he held the position of Vice President of Enterprise Technologies at Brunswick Corporation.

Dr. Reid earned his B.S. and M.S. degrees in Agricultural Engineering from Virginia Tech, and his Ph.D. in Agricultural Engineering from Texas A&M University, where he focused on automatic tractor guidance using computer vision. His research interests encompass advancing agricultural and biological systems through advanced sensing, automation, and control. Dr. Reid and his collaborators have been awarded more than 30 patents in these areas.

Externally, Dr. Reid has held various leadership roles, including Chair of the Innovation Research Interchange from 2018 to 2019 and serving on the Board of Directors of Fraunhofer USA from 2013 to 2022. He is also a full member of the Club of Bologna, an international taskforce dedicated to developing strategies for agricultural mechanization. His accolades include being named a University of Illinois University Scholar (1995), an ASABE Fellow (2004), a John Deere Fellow (2017), the Virginia Tech Academy of Engineering Excellence (2020), and Fellow of the International Academy of Agricultural and Biosystems Engineering (2024). In 2019, Dr. Reid was elected to the National Academy of Engineering for his contributions to agricultural automation.