

Joe K. Elling

**Director, Industry Analysis
Markets & Economic Research
Weyerhaeuser Company**



Current Position

As Director of Industry Analysis, Joe currently leads the analysis concerning homebuilding and market pulp. This entails developing the forecasts and working with the respective business leaders to incorporate the implications in their planning. A key part of this work is to identify structural changes in the respective industries and constantly create new ways to effectively communicate these changes to help decision makers challenge their “mental maps” and critically think about the future. Joe also has the responsibility of developing the macro-economic outlook used for company planning purposes. He works with the company’s Senior Management Team on investment decisions and strategic direction is called on to present economic and industry forecasts to the Board of Directors.

Education

- Executive Leadership Program, Seattle University (1999)
- Master of Arts, Economics, University of Washington (1979)
- Bachelor of Science, Economics, University of Minnesota (1976)

Professional Memberships or Other Associations

- Member, Washington State Governor’s Council of Economic Advisors
- Member, Conference of Business Economists
- President, Seattle Chapter of the National Association of Business Economists (1987-88)