
RESOLUTION OF APPRECIATION FOR DANIEL J. HASLER

WHEREAS, Dan Hasler joined Purdue University in 2013 and, for over a decade, contributed as a valued leader in many significant ways as president and chief entrepreneurial officer of Purdue Research Foundation (2013-18), executive vice president for communications (2018-20), and chief operating officer of Purdue University in Indianapolis (2022-25); and

WHEREAS, in his role with Purdue Research Foundation, Dan protected the university's intellectual property and oversaw its entrepreneurial and technology transfer activities, helping to advance Purdue's life-changing innovations from discovery to commercialization, ultimately benefiting millions of people in more than 100 countries around the world; and

WHEREAS, Dan moved fast to restructure Purdue's technology commercialization processes, resulting in greater global recognition for the university and a record number of patents, licenses and technology transfers, driven by Purdue's ever-expanding research; and

WHEREAS, Dan established programs and policies that streamlined commercialization and startup creation through initiatives such as Purdue Foundry, Purdue Startup Fund and an Express License program for faculty and staff entrepreneurs; and

WHEREAS, through Dan's relentless drive for innovation, Purdue achieved six consecutive years of record-breaking growth with nearly 2,000 invention disclosures, more than 1,150 issued patents, over 250 Purdue-affiliated startups, nearly 350 new jobs generated and more than \$390 million in startup funding; and

WHEREAS, Dan launched the Back a Boiler income share agreement program, making Purdue the first major U.S. university to offer such a plan, investing more than \$13.8 million to support Boilermaker students; and

WHEREAS, as executive vice president for communications, Dan oversaw marketing strategy, strategic communications, media relations, advertising, licensing and digital marketing in collaboration with colleges and units across the Purdue system, transforming and amplifying the land-grant institution's storied global brand; and

WHEREAS, Dan led the university's "Take Giant Leaps" sesquicentennial campaign and accompanying Ideas Festival, culminating in a 150th-anniversary event that celebrated 13 of Purdue's astronaut alumni and drew more than 45,000 attendees and over 475,000 livestream views; and

WHEREAS, Dan advanced the Purdue brand promise through a coordinated strategy to launch Purdue's "Next Giant Leap," an evolved brand message that strengthened, harmonized and elevated the university's storytelling and visual identity, enhancing its reputation and ultimately earning Purdue recognition as the American Marketing Association's Higher Education Marketing Team of the Year in 2020; and

WHEREAS, upon returning as chief operating officer for Purdue University in Indianapolis, Dan served as the primary liaison advancing Purdue's vision and mission for its Indianapolis expansion into our capital city engaging with business, community and government leaders, as well as industry and nonprofit organizations, and other key stakeholders across central Indiana; and

WHEREAS, Dan cultivated opportunities with Indianapolis-based companies to support research and academic activities at Purdue University in Indianapolis, while collaborating with the Indiana University School of Medicine to explore joint research institute opportunities; and

WHEREAS, Dan consistently brought a unique depth of experience as an innovative leader in higher education and business, leveraging his more than 40 years of experience in both the public and private sector — including leadership roles in state government and at Eli Lilly & Company — to navigate the intersection of economic development and entrepreneurship, forge key relationships, and cultivate strong industry partnerships that advanced Purdue University in Indianapolis while preparing the next generation of Boilermakers for successful careers in Indiana; and

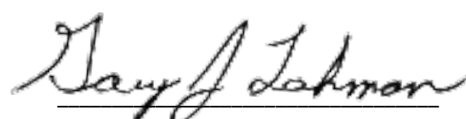
WHEREAS, Dan is widely regarded for his invaluable perspective, numerous career successes, affable and gregarious personality, and the respect he earned as a trusted and universally acknowledged colleague across campus;

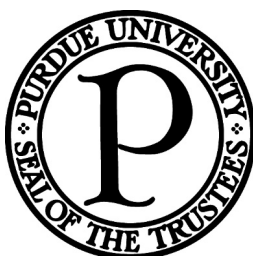
BE IT THEREFORE RESOLVED BY THE TRUSTEES OF PURDUE UNIVERSITY:

1. That the Trustees recognize the positive impact of Dan Hasler's tenure as a valued leader as president and chief entrepreneurial officer of Purdue Research Foundation, executive vice president for communications, and chief operating officer of Purdue University in Indianapolis; and
2. That enormous gratitude and appreciation are expressed to Dan for his loyalty and service to Purdue University; and
3. That Dan is to be congratulated and thanked for his tremendous contributions to our university; and
4. That his achievements are part of the great, permanent history of Purdue and will never be forgotten; and

That this resolution be spread upon the minutes of the Trustees as part of the permanent record of the university for all to witness.

DECEMBER 12, 2025


Gary J. Lehman
Chairman




Cindy Ream
Secretary