

Joel Cowley Named AGI President

Beef industry veteran joins from Houston Livestock Show and Rodeo.

by Holly Martin, American Angus Association

The American Angus Association named Joel Cowley president of Angus Genetics, Inc. (AGI).

With his combination of beef industry experience and innovative leadership, Cowley will guide the company's genetic evaluation technology and research programs.

"In a time of advancing science and fast-paced innovation, Joel will lead AGI's

efforts to remain at the top of our game and connect that science to the cattlemen that depend on it," says Mark McCully, American Angus Association CEO. "He is a true leader and his animal breeding training, coupled with executive experience, make him ideally suited to lead AGI to the next level."

Cowley's roots are firmly planted in the beef industry. He completed his undergraduate studies at Colorado State University, where he competed on the livestock judging

team. Cowley achieved his master's degree in animal breeding at Texas A&M University while serving as the University's livestock

judging coach.

Most recently,

Cowley was the president and CEO of the Houston Livestock Show and Rodeo™, where he directed the efforts of 35,000 volunteers and 130 full-time staff to conduct an event that draws more than 2.5 million visitors in 23 days and annually awards \$27 million to youth and education.

Though he enjoyed being part of an event that hosts the world's largest livestock show and connects urban consumers with agriculture, Cowley wanted to have a more direct influence on production agriculture and welcomed the opportunity to work with Angus breeders. He previously worked for Certified Angus Beef LLC, as an executive account manager and then assistant director of food service.

"Angus breeders are the leaders in improving their genetics, their breed

and the beef industry," Cowley says. "I am fortunate to be asked to lead those efforts and am looking forward

to working on the research that will continue the advancement of genetic evaluation of beef cattle worldwide."

In addition to his work experience, Cowley has served on the Texas FFA Foundation, Texas 4-H Youth Development Foundation, University of Houston Bauer College of Business Board of Directors, and the Academy Sports and Outdoors Texas Bowl Board of Directors. He was recently named Texas A&M University Department of Animal Science Outstanding Alumni and a Houston Business Journal Most Admired CEO. [A](#)



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