

Ruppert to Lead Regional Team

American Angus Association names director of regional managers.

by *Crystal Albers, director of communications*

A sixth-generation cattle rancher and Nebraska native will serve as the American Angus Association director of regional managers. Ryan Ruppert joined the team Feb. 1 at Association headquarters in Saint Joseph, Mo., to oversee the organization's 12 regional managers (RMs) and associated territories for the nation's largest beef breed establishment.

In his new role, Ruppert will work with the regional manager team and manage daily activities to meet the operational and marketing needs of the approximately 25,000 Association members.

"Mr. Ruppert brings valuable leadership capabilities, breed experience and a keen sensibility for the larger beef cattle business to our team," says Allen Moczygamba, Association CEO. "His business acumen, genomics knowledge and proficiency in coordinating teams at various industry

levels will allow our organization to more effectively provide the face-to-face relationships and professionalism for which Angus is known."

Ruppert most recently served as national sales director for Neogen GeneSeek in

Lincoln, Neb., leading its sales force in strategic marketing and development of the company's genomics products. He also previously served the National Cattlemen's Beef Association (NCBA) for eight years as the executive director of producer education, where he led the development and implementation of the Beef

Quality Assurance (BQA) program and managed the National Beef Quality Audit.

Ruppert's career has also included leadership experience with Cargill and the Red Angus Association of America.

"I'm humbled to serve such a historic, member-focused organization and am

looking forward to leading a team of fine individuals, all dedicated to working with breeders on a daily basis," Ruppert says.

"Our efforts as an RM team will further the Association's strategic marketing, sales and educational objectives, as well as the development of benchmarks to ensure they're met."

Ruppert received his master's degrees in both business administration and beef cattle breeding and genetics from Colorado State University, after earning a bachelor's degree in animal science from the University of Nebraska in 1998. His family owns and operates an extensive commercial Angus ranch in southwest Nebraska, where they began artificially inseminating to Angus bulls in 1972 and were early adopters of Angus services such as AngusSource® and genomic testing.

He and his wife, Francie, and young daughters, Bella and Sophia, will relocate to the Saint Joseph area in the coming weeks.



Ryan Ruppert

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