

Angus Media Hires General Manager

Sara Reardon joins the American Angus Association's multi-faceted media company.

by Jena McReil, digital editor

Angus Media welcomes a new general manager to its team of professionals. Missouri native Sara Reardon brings more than a decade of experience in livestock marketing, strategy and project management to her role on the industry-leading media firm. Her start date was May 15.

The Angus Media general manager oversees production activity and work flow for the company's vast suite of communications properties, including the *Angus Journal*, *Angus Beef Bulletin*, and Special Services and Web Services projects.

Reardon isn't a new face to Angus Media.

Early in her career, she spent six years as a coordinator on the team, assisting Angus breeders with marketing solutions and creative communications. In her position, she managed hundreds of Angus clients in a fast-paced environment, and her work was recognized by the Livestock Publications Council awards program.

"We're delighted to have Sara return to the American Angus Association," says Allen Moczygemba, Association CEO. "Her organizational skills are outstanding, while she's also an experienced marketer who will help elevate Angus Media to new levels of success. We're fortunate to have Sara fulfill the role of general manager."

Most recently, she served as a senior digital marketing specialist for Boehringer Ingelheim Vetmedica Inc. in Saint Joseph, Mo. For four years, she played a key role



PHOTO BY SHELBY METLEN

► "I look forward to contributing to the success of our Angus breeders and their commercial customers. Let us know how we can be of service," says Sara Reardon, newly hired as general manager for Angus Productions Inc.

leading the U.S. cattle business and later the cross-species strategies with contributions to the overarching global digital strategy. These strategies helped establish a dynamic presence to boost brand loyalty and enhance audience experience.

"As the quality leader in the beef business, Angus breeders stand apart from the rest," Reardon says. "I'm honored to be part of the Angus Media team to help continue to provide unrivaled service and opportunity for the nation's Angus breeders."

Reardon's multimedia experience will

serve her well in her new position. Angus Media is a comprehensive marketing communications firm that specializes in content targeted toward America's quality beef producers.

Home to the trusted *Angus Journal* magazine and commercial cattlemen's *Angus Beef Bulletin*, Angus Media provides award-winning editorial within the pages of its print publications. When *The Angus Report* launched on RFD-TV in 2011, the American Angus Association became the nation's first beef breed organization to produce a weekly television program and provide television advertising capabilities for its membership.

Angus Media's customer service team has more combined experience in livestock marketing than anyone else in the beef business. They understand goals and objectives for cattle producers, and believe in providing the best results possible.

"Serving Angus breeders and preserving the tradition of agriculture and ranching is a top priority for our team," Reardon says. "I look forward to contributing to the success of our Angus breeders and their commercial customers. Let us know how we can be of service."

For more information on how Angus Media can benefit your cattle marketing and promotion, visit www.angus.media.

