

Schumann Named Association CEO

American Angus Association Board of Directors taps Member Services director to lead organization.



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— Bryce Schumann

Bryce Schumann, Lecompton, Kan., has been named chief executive officer (CEO) for the American Angus Association, effective June 13. Schumann has served as the Association’s director of member services for the past seven years. He replaces John Crouch, who announced in February his intention to retire.

As CEO, Schumann will serve as the chief administrative officer of the American Angus Association and vice chairman of the Board of Directors of each of the Association’s subsidiaries: Angus Productions Inc. (API), Certified Angus Beef LLC (CAB), Angus Genetics Inc. (AGI) and the Angus Foundation.

Reporting directly to the Board, he will develop and recommend to the Board policies, plans and programs to effectively meet the needs and challenges of the membership and to enhance the growth and reputation of the Angus breed and the American Angus Association. Schumann also will be responsible for overseeing the performance of some 200 employees.

“In making its final selection, the Board had the opportunity to choose from among the best leaders the beef industry has to offer,” said Paul Hill, the Bidwell, Ohio, cattleman who serves as president of the American Angus Association. “Bryce’s training in business management combined with his experience in all segments of Association business made him the choice candidate for CEO.”

Schumann joined the Association in 2000 as director of activities. He was named director of member services and office management in April 2001. At that post, Schumann has overseen the daily activities of the Association as they pertain to memberships, registrations and transfers. He has worked with the Association Board of Directors to develop, implement and enforce the rules, and he has coordinated the Association’s efforts in relation to verifying identification and parentage, as well as its defect-monitoring program. Until 2004, when Milford Jenkins was hired, Schumann also coordinated efforts for developing the Angus Foundation.

Before joining the American Angus Association staff, Schumann served as assistant director of feeder-packer relations for CAB Supply Development Division. He has also worked for the Kansas Beef Council and Farm Credit Services.

Schumann received his bachelor’s degree from Kansas State University, and a master’s in business administration from the University of Kansas. He and his wife, Gina, have three sons, Wyatt, Dylan and Jessye, and a daughter, Cassidy.

“Angus members are in a unique and envied position in the beef industry. It is an awesome responsibility,” Schumann said upon accepting the position. “I’m looking forward to working with our members and affiliates. Together we can achieve much. We will continue to move forward because of the strength of our membership, the power of our database, the efficiency that Angus genetics provide to the beef cattle industry and the unrivaled consumer satisfaction our genetics generate.” 