

OUR CARNETEC TEAM

Our editorial and sales teams serve advertisers and readers who are fired up about the global meat industry. Decades of industry-related journalism experience gives our editorial team an edge in providing our readers the information they need to be competitive in the ever-expanding Latin American meat and poultry processing industries. CarneTec uncovers the news, the technology, the trends, the companies, equipment and trade shows that matter most to Latin American meat and poultry processors.

EDITORIAL



Jesus Velazco Editor at Large CarneTec [Spanish]

Industry specialist Dr. Velazco is Director of the Animal Products Division, Mexican operations, for H.E. Butt Grocery Co. Previously, he served for 10 years as a respected professor and researcher at the Monterrey Technical and Superior Studies Institute. He has 15 years of experience as a cattle nutrition/management consultant and 10 years of experience as a meat industry consultant. Velazco shares anecdotes, analysis and technical articles on the industry, always seeking to bring to light the most important topics and trends.



Patrick Parmigiani Editor at Large, CarneTec [Portuguese]

Patrick Parmigiani is CarneTec's editor-at-large in Brazil, collaborating on news coverage and feature articles. "I enjoy writing about such a strategic and prosperous industry," said Parmigiani. "Our readers rely on high quality, credible content in print and online." Prior to joining CarneTec, Parmigiani led the editorial content for such leading Brazilian magazines as Revista Nacional da Carne, Leite & Derivados and Aquicultura & Pesca. Under his leadership, Revista Nacional da Carne earned the prestigious Anatec Award for Segmented Media.



André Sulluchuco Managing Editor

Sulluchuco manages the CarneTec online newsletters and writes features for CarneTec. He enjoys interacting with readers. “They bring the most intriguing questions to me,” said Suluchoco. “They want to know more about topics addressed in technical articles, daily news and blogs. They want to implement what they read in their daily operations,” Fluent in Spanish, Portuguese and English, Sulluchuco has made a smooth transition from writing about international news to reporting on animal slaughter techniques and meat processing. Prior to joining CarneTec, Sulluchuco reported on U.S. physics research, design and electrical engineering. He holds a master's degree in Social Sciences and bachelor's degree in History, both from the University of Chicago.



Ana Elia Rocha de McGuire Contributing Editor

McGuire's editorial skills, technical background and experience in the meat industry keep CarneTec relevant to Latin American meat processors. Before joining CarneTec she was Assurance/Operations Control Manager for Mexican poultry processors Grupo Buenaventura and Grupo Genera. McGuire holds a master's degree in Food Science from Kansas State University and a bachelor's degree in Human Nutrition and Dietetics, Nuevo Leon State University, Monterrey, Mexico.



Robert Maddock Contributing Author

Robert Maddock is an Associate Professor and Extension Meat Specialist at North Dakota State University (NDSU) in Fargo, ND. A native North Dakotan who was born and raised on a livestock farm, Maddock received his B.S. in Animal Science at NDSU, a M.S. in muscle biology at NDSU, and a doctorate in Meat Science at Texas A&M University. Maddock's research interests include increasing the value of beef carcasses, sustainable beef production, meat processing, and quality assurance.



Fabio Gonçalves Nunes Contributing Author

Fabio Gonçalves Nunes is a chemical engineer with more than 20 years domestic and international experience in poultry processing technology and engineering. A graduate of the Federal University of Paraná in Brazil, he is a poultry industry consultant for Latin American companies in Brazil, Argentina, Bolivia, Chile, Colombia, Ecuador, Guatemala, Honduras, Mexico, Paraguay, Peru, Dominican Republic and Venezuela. "Writing for CarneTec is a challenging, exciting and professionally invigorating task," said Nunes, who was involved in bringing the first electrical stimulation system for poultry to Brazil.



Claudia Ordaz Contributing Author

Claudia Ordaz is a professor of business at the Monterrey Institute of Higher Technology and Education (ITESM) in Mexico. She is a specialist in food industry engineering and holds an academic degree also from the ITESM. She obtained Master's degrees in technology education from both the University of British Columbia of Canada and the ITESM. She has written extensively for various Mexico-based newspapers and magazines, including the nationally renowned El Norte.



Arturo Tanus Contributing Author

Dr. Arturo Tanus is a produce safety manager with Chipotle Mexican Grill, a taco and burrito chain with more than 2,000 restaurants in the United States, Canada, France, United Kingdom and Germany. Tanus has more than 15 years experience in food safety and quality. In his role with Chipotle he helps to maintain responsible food usage via the careful selection of providers who respect high quality and safety standards.

BLOGGERS



Christine Alvarado

Christine Alvarado, associate professor in poultry science, Texas A&M University (USA), shares insights on important topics to poultry processors in her blog, *Poultry Science: Opinion & Analysis*. Bird slaughter, first and further processing, food safety and quality as well as product packaging are among the topics. Dr. Alvarado has a degree in biomedical science and a master's and doctorate, both in food science from Texas A&M University.



Eugenia Jimenez

Eugenia Jimenez, MC, is director of IDEA Group, a consulting firm in Monterrey, Mexico. During the past 15 years, Jimenez has trained and advised more than 70 food companies located inside and outside Mexico, to implement safety systems. She offers opinions and concerns about food safety in her blog *Experiences in Food Safety*.



Antonio Mata

Dr. Antonio (Tony) Mata is director and founder of Mata & Associates, a consulting firm dedicated to advising organizations and multinational companies on issues of new technologies and new products. He shares his perspectives on the U.S. and Latin American beef industry in his blog, *Development and Challenges of New Beef Cuts*.

BLOGGERS



Luis Moreno

Luis Moreno is director and founder, Gerencia de Procesos Alimenticios-GPA in Maracaibo, Venezuela. He discusses developments and innovations in meat processing equipment in his blog, *Innovations in Meat Processing Equipment*. He has consulted with more than 60 companies in Venezuela on issues of strategic planning, production operations and maintenance management.



Belisario Eyzaguirre Roberto Rojas

Belisario Eyzaguirre Roberto Rojas is founder of the National Agricultural Health Service of Peru (SENASA) and serves as Head of Veterinary INPELSA (Investment Pecuarias Lurin). His blog, *Animal Welfare and Health* focuses on issues relating to animal health, well-being, handling and animal slaughter.



Erika Voogd

Erika Voogd, president of Voogd Consulting based in West Chicago, IL, advises companies on management practices related to animal health, product safety and sanitation. Voogd received her bachelor and master's degree in meat science at the University of Illinois (USA) and later was assistant professor in evaluation of beef carcasses. In her blog, *Insight into the Pork Industry*, she shares the ins-and-outs of the pork industry as well as her experiences in Latin America.



Bill Kinross
VP, Group Publisher

As Vice President, Group Publisher Bill Kinross leads the CarneTec and Meatingplace brands. In the 11 years since he was appointed publisher, Kinross has worked to create a successful platform for multimedia marketing, well ahead of most publishing brands. “The most satisfying part of my job is helping suppliers build their brands through access to our highly engaged audience,” said Kinross.



Mike Walsh
Senior Account Executive

Mike Walsh enjoys helping customers find creative, impactful and effective ways to communicate their brand stories to the marketplace. “Our job is to help our customers tell their story in a meaningful, positive way and to help them to project a strong image.” A strong belief in the value that Meatingplace and CarneTec deliver has guided his efforts to build a high level of trust with customers over the past 16 years. “There seems to be a special, down-to-earth quality about most people I come across in this industry.”



Jim Shannon
Senior Account Executive

A born and bred Long Islander, Jim Shannon has been involved with sales and marketing with the Marketing & Technology Group since its inception in 1993. He brings more than 25 years of industry experience to suppliers. “Gratification comes when my customers consistently achieve their advertising goals with both the Meatingplace and CarneTec brands,” explained Shannon. He is grateful to work in an organization that values award-winning editorial expertise for its core processor readership along with effective marketing vehicles for its advertising base.



Karen Moriarty
Account Executive

Karen Moriarty has spent more than 12 years connecting suppliers who are passionate about serving the meat industry with Meatingplace and CarneTec. "Helping them get their product in front of processors is the most satisfying part of the job," said Moriarty. She listens carefully to client objectives and provides clear options based on those objectives. She believes that a salesperson really needs to care for customers to be successful. "The industry feels like family," added Moriarty. "I love working with people who are passionate about what they do."



Rob Brockley
Account Executive

Rob Brockley brings more than 35 years of experience in B2B publishing to his clients. "I have always been a good listener and enjoy bringing new ideas to a customer," said Brockley. Since joining Meatingplace in 2009, Brockley has focused on building strong relationships with customers in the meat and poultry industry. "They know I am interested in their products and seeing their advertising succeed."



De Luca Filho
Latin America Sales Director

De Luca Filho serves as Latin America sales director for both CarneTec (Spanish) and CarneTec (Portuguese), a role he has held since October 2014. He brings more than 14 years of experience as a sales executive in tradeshow and publications related to the food industry to his clients. Filho has travelled extensively to trade shows and conferences in and out of Brazil and has maintained customer loyalty and secured new business. He now works together with editorial and marketing to strengthen CarneTec's presence throughout the Latin American continent. Filho has an MBA in Business Economics and Management Strategy from the Fundação Getúlio Vargas in São Paulo along with a bachelor's in Commerce from the Universidade Paulista of Brazil.

SALES & MANAGEMENT



Laurie Hachmeister Corporate Director, Marketing and Events

As Corporate Director, Marketing and Events, Laurie Hachmeister oversees efforts to elevate the company's brands through integrated marketing programs, face-to-face events and custom publishing. With Laurie's more-than 25 years of marketing and branding expertise, Meatingplace and its sister brands have experienced a myriad of sales and event successes.



Steve Vanden Heuvel Senior Art Director / Senior Interface Designer

Steve is an award-winning art director and 17-year veteran of B2B publishing, not to mention a film enthusiast and connoisseur of the craft beer variety. He's the Senior Art Director for Meatingplace and CarneTec as well as the Senior Interface Designer for all of MTG's properties.



Mark Lefens President

With more than 35 years immersed in the meat and poultry industries, Mark Lefens has personally visited hundreds of packing and processing plants around the world. Seeing a need for more targeted meat and poultry industry publications, in January of 1993, he founded Marketing & Technology Group. He is a recognized authority on industry trends and issues by packers, processors and suppliers. Lefens holds a B.S. in Economics from Utah State University.



Bill McDowell Vice President & Editorial Director

Bill McDowell oversees content strategy and operations for Meatingplace, CarneTec, Plate and HOTELS. As a reporter, writer and editor, he's spent his entire career covering different segments of the food and hospitality industries and understands how important it is to connect with your audience. "Our editors want to be an essential part of each reader's day," he says. "We spend a lot of time and energy engaging and listening to our audience to understand the kind of information and questions that are truly important to them."