

CarneTec

OUR TEAM

Our editorial and sales teams are excited about the Latin America's growing role in the global meat and poultry industry. Decades of industry-related journalism experience gives our editorial team an edge in providing our readers the information they need to be competitive. 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



André Sulluchuco
Editor-in-Chief

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 Sulluchuco. "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.



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.



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.



Benito Oliver Bravo
Contributing Author

Benito Oliver Bravo is a food engineer and provides consulting services to animal slaughter and meat processing companies throughout Latin America. Oliver formerly served as plant manager for respected food companies in Colombia and the Dominican Republic, such as Chorillano and Industrias La Nutriciosa, respectively. He has a bachelor's degree in Food Engineering and a master's degree in Food Science and Technology from University of Córdoba in Spain.



Dr. Abel Forlino
Contributing Author

Dr. Abel Forlino is director and founder of Wagyu 360°, a consulting company dedicated to Wagyu and premium meat production, marketing and selling. He develops Wagyu cattle and beef production projects in his native Argentina, Ecuador and the U.S. Dr. Forlino specializes in animal genetics, reproduction and other stages of the meat production chain, and shares technical know-how on all the related processes from farm to table to develop high-quality and value-added products. He has a degree in veterinary sciences from Argentina's Universidad Nacional del Litoral.



Sandra Mian
Contributing Author

Sandra Mian is a renowned consultant for the food industry, specifically in new product research and development (R&D). She has been an invited speaker and panelist at global events and has also developed websites and online materials for food marketing campaigns. Mian teaches food industry-centric courses in Brazil and discusses how to develop new food products while considering history, anthropology and sociology. She holds an academic degree from Brazil's University of Campinas-Unicamp.



Miguel Morón
Contributing Author

Miguel Morón is an adjunct professor of bromatology at the National University of Rio Negro, in Argentina. He was previously a meat science and technology professor at the Central University of Venezuela in Caracas. Miguel also once worked as a production supervisor for Alina Foods Yupi, in Merida, Venezuela. He has a degree in food science and technology from the National University of Lago "Jesús María Semprum," in Venezuela.



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.

BLOGGERS



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.



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*.



María Fernanda Jiménez

María Fernanda Jiménez is founder and CEO of JISO Food Design and Consulting in Guadalajara, Mexico. On her blog titled *Efficient Methods of Meat Refrigeration and Freezing* she covers in-plant curing, salting and smoking and explains how to fulfill national and international food safety standards. Jiménez also discusses innovative equipment and services for the meat industry while providing useful advice about implementation and benefits for processing plants throughout Latin America. She obtained a food biotechnology degree from Mexico's Centro Universitario de Ciencias Exactas e Ingenierías.



Felipe Kleiman

Felipe Kleiman is a consultant in the Kosher meat industry, specializing in project and operational development for religious slaughter operations. He provides consulting services to Latin American meat processors seeking to export Kosher products to Israel. In his monthly blog *The World of Kosher Meat*, Kleiman discusses Kosher meat production, export markets, technical and scientific issues and animal welfare. He also mentions political developments, laws and international regulations which concern the Kosher meat industry.

BLOGGERS



Dr. Enrique J. Marquez

Dr. Enrique J. Marquez is president and founder of FoodTech, C.A., a Venezuela-based company dedicated to innovation in fresh and value-added meat product development. He is a professor emeritus at Venezuela's University of Zulia, where he also served as director of the Food Science, Technology and Research Unit and the Department of Animal Biology. Dr. Marquez obtained his bachelor degrees in biology and chemistry from the University of Zulia and his Ph.D. in food Science and nutrition at the University of Florida. His monthly blog on CarneTec is called *Meat Science and Technology*, and he discusses meat biochemistry, animal muscular development and future trends in the industry.



Orlando Niemann

Orlando Niemann is executive director at N&M International Trade Business based in Florida. In his blog *Invisible Contributions and Visible Achievements* he discusses employee training to improve plant operations and final products. Niemann has degrees in food microbiology and technology from universities in Chile, the US and Brazil.



Leonardo Ortiz

Leonardo Ortiz, a food technology specialist and general manager for Improasa, based in Nicaragua, has more than 10 years experience in the meat processing industry. He has provided consulting services to cattle, poultry and pork slaughter facilities throughout Mexico and Central America. In Ortiz's blog titled *Central America's Meat Industry*, he discusses beef carcass handling, meat deboning and processing in Central America and shares techniques to improve product quality and safety. Ortiz is a graduate of the National Autonomous University of Nicaragua.



Miguel Eduardo Robles

Chef Miguel Eduardo Robles is director at Gastrolabel, a consulting company in management, marketing and training for the food and beverage industries. He has a culinary degree from the Polytechnic Institute of Montevideo (Uruguay), graduated as Bartender Manager from the Cocktail Institute of Argentina and Baker Technician from the Lycée Gastronomique Institute of Buenos Aires. He also has a degree in Business Administration from the Andrés Bello Catholic University in Venezuela. In his blog titled *Innovation and Technology in the Gastronomic Industry*, Chef Miguel shares his insights into the food industry based on more than 20 years of experience.

BLOGGERS



Sandra Soto

Sandra Soto is a meat plant director at Las Carnes del Sebastian, based in Pasto, Colombia. In her blog, *Sausage Design and Development*, Soto discusses the important processing stages, productive use of ingredients and spices, and good packaging strategies. She previously served as plant production manager for La Esperanza Industrial de Alimentos as well as R&D director at Colombia-based Carnes Frías Enriko and Friogán. She holds a degree in food engineering from the Universidad Nacional Abierta y a Distancia-UNAD and a degree in food technology from Colombia's University of Pamplona.



Erika Voogd

Erika Voogd, president of Voogd Consulting based in West Chicago, Ill., 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.



Andres Giovanni Zuluaga

Andres Giovanni Zuluaga is a veterinary inspector for Colombia's National Food and Drug Surveillance Institute (Invima) and professor at the Universidad Libre Seccional Pereira in Colombia, where he teaches about food safety and health regulations in the meat industry. In Zuluaga's blog titled *Meat Safety*, he shares advice for meeting meat production standards and avoiding animal disease both at the farm and processing plant. He also reports on promising meat import markets for Colombia. Zuluaga has a degree in veterinary medicine from Colombia's Universidad de Caldas.

SALES & MARKETING



Bill Kinross **Vice President, Group Publisher**

As Vice President, Group Publisher, Bill leads the CarneTec, Meatingplace and Alt-Meat brands. Since taking the helm in 2005, Kinross and his team have been at the forefront of the processing industry with high engagement content and innovative multimedia advertising platforms. “We help ensure that the industry leaders continue to lead, that up-and-comers can break through the clutter to be recognized and that new entries can be noticed by our audience.” He holds a B.S. in Administrative Management from Clemson University and an MBA from DePaul University.



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 24 years of experience as a sales executive in tradeshow and publications related to the food industry to his clients. De Luca 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. De Luca 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.



John McMillan **Senior Account Executive**

John McMillan has spent more than 15 years in marketing and advertising, including work in print, television, and on the agency side of the business. He also started his own marketing business. McMillan takes pride in his responsiveness to client inquiries and requests. “I love working with clients to find creative ways to solve problems with different marketing avenues and developing long-term plans to grow their business,” he said. “Working the last two-and-a-half years within the food industry I found my passion for the industry and people that work in it.”



Karen Moriarty **Senior Account Executive**

Karen Moriarty has spent nearly 20 years connecting suppliers who are passionate about serving the meat industry with Meatingplace and CarneTec, and recently with Alt-Meat. “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.”

SALES & MARKETING



Jeff Sutley
Senior Account Executive

Jeff Sutley brings more than 15 years of experience working with clients to effectively deliver their important news and messaging to industry buyers. “Working closely with companies and understanding their marketing priorities provides the foundation to effectively position the right message, in front of the best audience, at the most opportune time” said Sutley. He recently joined the MTG Media Group team and looks forward to working hand-in-hand with suppliers to help tell their full professional story to potential buyers.



Laurie Hachmeister
Vice President, Corporate Marketing

As Vice President, Corporate Marketing, 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.

PRODUCTION



Amy Carter
Production Manager

Amy Carter holds a degree in broadcast journalism from the University of Illinois, but has spent the entirety of her 30+ year career in the print publishing industry. Her experience has run the gamut from book and magazine design and production to editing and proofreading. She has been settled into her current production manager role for more than a dozen years and enjoys working with the dedicated team of professionals at MTG Media Group. When she is not working on deadline, Amy can be found helping her husband sell midcentury modern furniture and design or sipping a tropical cocktail in her basement tiki room.

DESIGN



Brittney Hackbart
Associate Art Director

Brittney Hackbart is an award-winning designer who has spent nearly a decade in the B2B publishing industry, refining her skills. As Associate Art Director she is involved in both print and website design for all MTG brands. In her free time, this design aficionado and outdoor enthusiast enjoys rock climbing.



Steve Vanden Heuvel
Vice President/Creative Director

Steve is an award-winning creative director and more than 20-year veteran of B2B publishing, not to mention a film enthusiast and connoisseur of the craft beer variety. He's responsible for creative direction on all of MTG Media Group's properties.

CORPORATE MANAGEMENT



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, now MTG Media 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.