

Director **COMMERCIAL AND SEEDSTOCK** *Programs*

Organization: Beefmaster Breeders United

Location: Bryan, Texas (Hybrid, Significant Travel Required)

Reports To: Executive Vice President / CEO

Position Summary

The Director of Commercial and Seedstock Programs is responsible for expanding the adoption and influence of Beefmaster genetics across both seedstock and commercial segments of the beef industry. This role will lead the development, execution, and growth of structured programs that create demand for Beefmaster cattle while delivering value to members and commercial producers.

The position is intentionally structured to balance **program development, industry engagement, and breed promotion**, with a strong emphasis on measurable growth in commercial usage of Beefmaster bulls and females.

- **40%:** Development and implementation of commercial programs (female + feeder calf)
- **At least 40%:** Education, outreach, and promotion of the Beefmaster breed
- Remaining responsibilities focus on seedstock engagement, partnerships, and strategic growth

Key Responsibilities

1. Commercial Program Development & Implementation

Lead the creation and execution of structured, scalable commercial programs that drive demand for Beefmaster genetics.

Core Programs

Commercial Female Development Program

- Design and implement a national program focused on maternal efficiency, fertility, and longevity
- Establish enrollment criteria, performance benchmarks, and verification standards
- Promote adoption among commercial cow-calf producers

Feeder Calf Marketing Program

- Develop a value-added program for Beefmaster-influenced calves
- Create buyer networks including feedyards, backgrounders, and order buyers
- Establish verification, marketing, and data collection protocols

Additional Responsibilities

- Build program infrastructure, pricing models, and participation guidelines
- Coordinate with marketing staff to promote program participation
- Track enrollment, performance data, and economic impact
- Perform additional duties, projects, and strategic initiatives as assigned by the Executive Vice President / CEO in support of organizational objectives.

2. Education, Outreach & Breed Promotion

Serve as a primary ambassador for the Beefmaster breed by delivering consistent, high-impact education and outreach..

Responsibilities

Develop and deliver educational programming including:

- Producer meetings
- Field days and ranch tours
- Webinars and digital content
- Industry presentations

Communicate the economic advantages of Beefmaster cattle, including:

- Maternal efficiency
- Fertility and longevity
- Heterosis and crossbreeding value

Represent Beefmaster Breeders United at:

- Industry events
- Trade Shows
- Cattlemen's Meetings

Build Relationships with:

- Industry events
- Trade Shows
- Cattlemen's Meetings

Develop educational materials and tools to support both seedstock and commercial audiences

3. Seedstock Member Engagement

Support Beefmaster breeders in aligning their programs with commercial industry needs.

- Provide guidance on marketing bulls to commercial producers
- Assist members in utilizing commercial programs to add value to their genetics
- Facilitate stronger connections between seedstock producers and commercial customers
- Support adoption of performance data and whole herd reporting initiatives
- Identify progressive breeders to participate in and promote BBU programs

4. Industry Partnerships & Market Development

Expand the commercial footprint of Beefmaster cattle through strategic partnerships.

Develop relationships with:

- Feedyards
- Stocker operators
- Video sale companies
- Allied industry partners

Identify opportunities to position Beefmaster cattle in value-added marketing channels

- Secure sponsorships and collaborative opportunities to support program growth
- Increase visibility and acceptance of Beefmaster-influenced cattle in commercial markets

5. Strategic Growth & Performance Tracking

Ensure programs are delivering measurable value and contributing to breed expansion.

- Establish KPIs tied to:
 1. Commercial adoption
 2. Program enrollment
 3. Market acceptance
- Track and report program performance to leadership and the Board
- Provide insights and recommendations for continuous improvement
- Support long-term strategic initiatives to grow breed influence domestically and internationally

Qualifications

Required

- Bachelor's degree in animal science, Agricultural Economics, or related field
- 3-5+ years of experience in the beef cattle industry
- Strong understanding of both commercial and seedstock sectors
- Experience in program development, cattle marketing, or producer engagement
- Excellent communication and relationship-building skills
- Ability to travel extensively (30–40%)

Preferred

- Experience working with a breed association
- Background in commercial cow-calf operations or seedstock production
- Knowledge of genetic evaluation systems and performance data
- Experience developing feeder calf or replacement female programs

Key Performance Indicators (KPIs)

- Growth in commercial producers using Beefmaster bulls
- Enrollment in commercial female and feeder calf programs
- Number and impact of educational events delivered annually
- Increased demand for Beefmaster genetics
- Industry partnerships established and maintained
- Member engagement and participation levels

Core Competencies

- Strategic thinking and program development
- Industry credibility and technical knowledge
- Communication and education leadership
- Relationship management and partnership building
- Market awareness and customer focus

Impact of the Position

This role is central to the future growth of Beefmaster Breeders United. By building meaningful connections between seedstock breeders and commercial cattle producers—and by delivering structured programs that create real economic value—the Director of Commercial and Seedstock Programs will directly influence the expansion, relevance, and long-term success of the Beefmaster breed.

To Apply:

Submit a resume and cover letter to BBU EVP Dr. Lance Bauer at lbauer@beefmasters.org.

