

OUR TEAM

Our editorial and sales teams are excited to serve the growing market for alternative meats. Whether covering pure-play, cultured and alternative meat brands or traditional meat brands that are expanding into blended or plant-based products, we're committed to covering best practices, profiling the industry's most interesting thought leaders, and providing the most actionable analysis. Our team of editors is building trust among readers with news, features and insight on the business of alternative meats and our sales team is bringing new insights to suppliers and their customers.





Lisa M. Keefe
Editor-in-Chief

Lisa M. Keefe is founding editor-in-chief of Alt-Meat and of the Alt-Meat News newsletter, and editor-in-chief of its sister publication, Meatingplace. In 13 years, she's led the editorial team to 11 Jesse H. Neal Awards and numerous other editorial honors. Previously, she held key editorial position at Forbes and Crain's Chicago Business. She holds bachelor's and master's degrees from Northwestern University's Medill School of Journalism, Media and Integrated Marketing Communications. "This venture in covering all the facets of the alternative meats industry is intriguing and exciting – and challenging. The marketing is developing in ways I've never seen before, and I'm fascinated by the science. But the people make the business, and the people in this business are passionate, unique and wonderful."



Brian W. Budzynski
Managing Editor

Brian W. Budzynski earned his Bachelor of Arts from Illinois State University and his Master's in Writing from Roosevelt University, where he was given the University's Thesis Award in 2004. Prior to joining the Alt-Meat team, Brian spent several years in the flavors and skin science sectors as Managing Editor of Allured Business Media, and then as the Chief Editor of Allured's book publishing division. Subsequent to that, Brian was the Senior Managing Editor of Roads & Bridges magazine, which focused on the surface transportation industry. He is the recipient of numerous Azbee and Tabbi Awards for his research and writing, and received a 2019 Neal Award for his coverage of a fatal bridge collapse. Says Budzynski: "My hope is that in limning the 'business' of the alt-meat world, I will not supersede the greater goal of how the sector strives to improve the state of the world, but clarify and amplify it. Keeping that front of mind is what interests me most about this space."

SALES AND MARKETING



Bill Kinross
VP, Group Publisher

As Vice President, Group Publisher, Bill leads the CarneTec, Meatingplace and Alt-Meat brands. Now in his 16th year of leadership, Kinross and his team continue to be 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.



Karen Moriarty
Senior Account Executive

Karen Moriarty has spent more than 16 years connecting suppliers who are passionate about serving the meat industry with Meatingplace and CarneTec, and more 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.”



Jeff Sutley
Senior Account Executive

Jeff Sutley brings over 14 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 is excited to join 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.

SALES AND MARKETING



Mike Walsh
Senior Account Executive

Mike Walsh enjoys helping customers find creative, impactful and effective ways to communicate their brand messages to the marketplace. “My job is to help our customers tell their story in a meaningful, positive way and to help them to project a strong image.” A belief in the value that Meetingplace and CarneTec and Alt-Meat deliver has guided his efforts to build a high level of trust with customers over the past 20 years. “I really like helping my clients connect with their customers. We’re able to do that because of our readership and the connections we have built and nurtured with key decision makers.”



Laurie Hachmeister
VP, 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, Alt-Meat and its sister brands have experienced a myriad of sales and event successes.



Danielle Dancu
Sales and Marketing Coordinator

Danielle is a hospitality aficionado. After getting her degree in Advertising, a part-time hostessing job for extra cash quickly turned into a full-time restaurant industry immersion. She’s passionate about crafting memorable guest experiences and is all about a well-orchestrated special event. When she’s not touring the countryside of Italy, she’s trying out new vintages in Napa Valley or on the hunt for the next great craft beer. A Chicago native, she enjoys being a part of the vibrant restaurant scene. Her must-have foods include ramen, fried chicken, and anything from Lula Café.

DESIGN AND PRODUCTION



Karen Ruesch
Production Manager

Karen Ruesch has more than 25 years of production experience for business-to-business publications. "I am very happy to work with the award-winning editorial and design teams for Meatingplace, CarneTec and Alt-Meat, as well as the publishing, sales and marketing teams." In her spare time, Karen is an artist and photographer, enjoys travel, and spends time in the woods with her rescue lab/corgi.



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
VP, Creative Director

Steve is an award-winning creative director and 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.