

A close-up photograph of three plant-based burgers arranged vertically on a rustic wooden cutting board. The top burger is topped with fresh green arugula leaves. The middle burger is topped with a dark, textured patty, melted white cheese, and caramelized onions. The bottom burger is a sesame seed bun. The background is a dark, textured green surface.

AltMeat

OUR TEAM

Our editorial and sales teams are excited to serve the emerging market for alternative meats. Whether covering mission-driven processors, or traditional meat and food processing companies expanding into plant-based, cultured, fermented or blended alternatives, 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.

EDITORIAL



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 16 years, she's led the editorial team to 16 Jesse H. Neal Awards and numerous other editorial honors. Previously, she held key editorial positions 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. "I have covered many industries through many business cycles, but the alt-meat sector is unique. The technology and the people make great stories. The future holds great promise and I look forward to all the fun we're going to have writing and talking about it."



Melissa Sue Sorrells **Managing Editor**

Melissa Sue Sorrells is managing editor for Alt-Meat in all its forms, and senior editor for Meatingplace. In her previous professional lives, Melissa wrote and edited award-winning service features for women's magazines, worked on community building efforts at Hearst and created award-winning marketing materials and experiences for small liberal arts colleges. Said Melissa, "I've worked in a variety of different fields and covered lots of different beats, from health and nutrition to the Internet of things. The common denominator is my passion for learning about new science, new technologies, new ways people are changing the world – and the alt-meat industry has all of that in spades. I look forward to telling the stories behind the breakthroughs as I cover this exciting, ever-expanding business."

SALES AND MARKETING



Bill Kinross
VP, Group Publisher

As Vice President, Group Publisher, Bill Kinross leads the CarneTec, Meatingplace and Alt-Meat brands. Since taking the helm in 2005, 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.



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 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."

SALES AND 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 joined the MTG Media Group team in 2021 and enjoys working hand-in-hand with suppliers to help tell their full professional story to potential buyers.



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.

PRODUCTION



Karen Ruesch
Production Manager

Karen Ruesch has more than 25 years of production and operations experience with business-to-business publications. “I am very fortunate to work with a wonderful group of enthusiastic, successful and talented professionals who are dedicated to customers and content.”

DESIGN



Bert Ganzon
Senior Art Director

A designer of award-winning publications since 1999, Ganzon recently became the lead designer for Alt-Meat. When it's time to put the mouse down, Bert enjoys photography, Chicago street festivals and drinking beer with his friends.



Steve Vanden Heuvel
VP, Creative Director

Steve Vanden Heuvel is an award-winning creative director and a 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.