



**FOR IMMEDIATE RELEASE**

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**CANADIAN BEEF BREEDS COUNCIL ANNOUNCES NEW CHIEF EXECUTIVE OFFICER**

Calgary, AB – The Canadian Beef Breeds Council (CBBC) is pleased to announce that Macy Liebreich has been appointed as Chief Executive Officer (CEO) effective immediately. Liebreich joined CBBC this past fall and has worked closely with Sandy Russell to ensure a smooth transition of leadership.

“The membership and Board of CBBC is fortunate to have had Sandy Russell at the helm since 2021 and the organization has benefitted immensely from her leadership and guidance, states CBBC Chair, Shawn Wilson. As we transition through this change in leadership, we have been fortunate to have Macy Liebreich joining the team and know that the future of CBBC is in good hands. Macy brings a wealth of knowledge and expertise in global trade of seedstock semen and embryos and will be a great asset as we forge ahead in growing Canada’s global influence in beef cattle genetics.”

With roots in the seedstock sector and a B.COM from the University of British Columbia, Liebreich brings a fresh perspective to the organization. She strives to connect with industry to find collaborative opportunities for the seedstock sector.

“To be involved at this level with CBBC is a great privilege and I’m appreciative of the energy the Board of Directors has for continued growth,” Liebreich says. “I am confident that CBBC has value to build upon for our membership and that strengthening our membership advances the entire industry.”

The Canadian Beef Improvement Network (CBIN) is also in a growth phase. CBIN direction has been passed to former CBBC CEO, Sandy Russell, to be established as an independent entity working closely with input from key stakeholders, including CBBC.



## CANADIAN BEEF BREEDS COUNCIL

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"I want to thank Sandy for the significant contributions she made to the industry during her time at CBBC and look forward to her continued leadership to advance genetic data innovations through the CBIN initiative," states Wilson.

*The Canadian Beef Breeds Council, an incorporated division of the Canadian Cattlemen's Association (CCA), is focused on facilitating genetic advancements within the Canadian beef industry and representing the Canadian seedstock sector both domestically and internationally.*

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