Southern Tier Stocker Initiative Short Course – Speaker Bios

Jean O’Toole, New York Beef Industry Council

Jean O’Toole, Executive Director for the New York Beef Council. Jean has been with NYBC for 12 years, initially the Director of Marketing and Communications, Jean took over the executive roll in March of 2017. Jean is also the social media strategist for the council as well as overseeing foodservice (COP beef education and food service promotion), retail, as well as Veal PR and Promotion. Prior to the beef council, Jean spent 20 years with a food service contract company managing the schools and college segment and long term care. Jean was recognized by the NY Beef Producers Association and awarded “Educator of the Year” in 2009 and the “President’s Award” in 2014. Jean is alumni of LEAD NY Class 16. Jean is active on several boards, LEAD NY, Food Bank of Central NY and the Kelberman Center for Autism. Jean has a BS Management Degree from Arizona State University. A current resident of New Hartford, NY, Jean was born and raised in Southeastern Wisconsin.

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