



For Immediate Release

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World Wide Sires announces leadership changes to best serve farmers

Visalia, CA, May 13, 2021 – After 35 years at World Wide Sires (WWS) and 21 years as chief executive officer (CEO), John Schouten has planned his retirement from his CEO role in July of 2021. He will continue to work closely with the new management team to transition many of his responsibilities.

Schouten is recognized worldwide in the cattle genetics industry and his time at WWS has transformed the global business. His leadership style can be best understood by his mantra: “Take care of our customers. Take care of each other. Stay focused.” Under Schouten’s leadership, the World Wide Sires business has grown more than 500 percent in the last 21 years, and the many tenured, long-term employees are a testament to the amazing culture that he created within the company.

Todd Kranz, chief development officer (CDO) for Select Sires Inc. said, “It has been my privilege to work with John and I appreciate his tremendous leadership as CEO over the past 20 years. With his guidance, the WWS team has experienced unprecedented growth! John leaves the team in a great position to continue to serve producers around the globe.”

David Thorbahn, president and CEO of Select Sires Inc. shared his appreciation for Schouten’s direction, “John’s unwavering principles are the bedrock for his team’s mission as they travel to over 90 countries to introduce U.S. genetics and advance the profitability of dairy and beef farmers.”

“We have a dedicated, passionate and smart team that understands this business and appreciates the international work. That is quite a gift! The new leadership structure will position World Wide Sires for continued growth and expansion. I truly believe the best days for World Wide Sires still lie ahead,” said Schouten as the organization looks to the future.

In addition to Schouten’s retirement, continued growth and development of the World Wide Sires, Select Sires Inc., Accelerated Genetics and GenerVations brands and businesses around the globe has led to leadership changes and restructuring of World Wide Sires, the international marketing arm of Select Sires Inc.

Under guidance from Schouten and the World Wide Sires board, the global export teams for Select Sires and World Wide Sires have been working to merge management responsibilities for Central and South America, since January 1, 2021. The farmers in these regions should not expect any change in their service representatives and they will continue to have access to the same elite genetics. The combined management team will consolidate resources to better serve customers, distributors and subsidiaries.

Several new positions have been created because of these changes. The leadership for World Wide Sires will consist of:

- Gilles Florid, Senior Vice President, International Marketing and Subsidiaries
- Scott Ruby, Senior Vice President, International Sales and Product Management
- Bill Young, Senior Vice President, International Strategy and Subsidiaries
- Jeff Reidman, Vice President of Latin American Sales and Trusted Advisors
- Tony Evangelo, Vice President of WWS-Visalia Operations
- Wayne Conrad, Vice President of International Global Dairy Solutions

This management team will report to Todd Kranz, chairman of the WWS board of directors and CDO at Select Sires Inc. The remaining members of the WWS board include Chris England, secretary of the board and chief financial officer (CFO) at Select Sires Inc., as well as farmer board members, Dorothy Harms, Dr. Mark Tatarka, Randy Kortus, Duane Koester, Lyle Ott and Brent Czech.

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World Wide Sires, Ltd. (WWS) provides genetic and management solutions to address the needs of global dairy producers and ensure the long-term profitability of their businesses. Based in Visalia, California, WWS represents the largest global A.I. cooperative, Select Sires, Inc., and its product lines, Accelerated Genetics, GenerVations and Select Sires.

Based in Plain City, Ohio, Select Sires Inc., is the largest global A.I. cooperative and is comprised of six farmer-owned and -controlled local organizations in the United States. As the industry leader, it provides highly fertile semen, as well as excellence in service and programs to supply dairy and beef producers with the world's best genetics.