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## Media Release

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### **StockLive appoints beef industry innovator**

Experienced beef industry innovator Liz Pearson has joined the StockLive team as Program Manager, bringing her formidable skills in new business development, beef integrity systems and relationship management to the business.

For the past eight years, Liz was Supply Chain Manager for Angus Australia, where she was pivotal in maintaining integrity systems around the supply of beef to McDonald's fast-food chain and other Angus branded beef programs.

A key innovation in her role was engaging commercial producers to help them ensure brand rigour, which culminated in the development of the Angus Verified program to authenticate commercial Angus cattle in the marketplace.

StockLive General Manager, Libby Tyrell, welcomed the appointment.

"Liz has comprehensive experience in all facets of the beef industry, from her family farm to feedlots, animal health, stock and station agencies, logistics, processing and brand management," Libby said.

"She will be working closely with the StockLive tech team to enhance the online platform's functionality and user experience for our clients in the cattle and sheep sectors and seeking their feedback on the optimal system for selling stock in an online and live environment."

Liz Pearson grew up on a cattle property in the New England region of New South Wales where her family also owned a stock and station agency. Her career has included roles in feedlot logistics, management and animal health across four states, as well as developing and implementing strategies to support domestic and export beef value chains.

"I've always enjoyed helping beef producers to be more profitable, and the attraction of StockLive for me is that it has the ability to be a disruptor and bring change to a marketplace that's been quite stale," Liz said.

"The company is small and nimble enough to have room to be creative and innovative.

"I've always admired and wanted to work with AAM Managing Director, Garry Edwards, and StockLive General Manager, Libby Tyrell, so I feel very fortunate to be at StockLive."

Liz's new role will include building brand awareness, working with breed groups to develop genetic sales, new business development in the commercial sector and looking at opportunities for StockLive to engage with the community on ESG programs.

"I'm really looking forward to engaging with the industry contacts I've developed over 20 years in the feedlot and processing sectors, and further broadening my network across the producer and agency sectors," she said.

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**Images:**

Image one: Experienced beef industry innovator, Liz Pearson, has joined StockLive as a Program Manager.

**Media Contact:**

Kate Scott

[kate.scott@bluehillpr.com.au](mailto:kate.scott@bluehillpr.com.au)

0438 389 092

Stacey Wordsworth

[stacey.wordsworth@bluehillpr.com.au](mailto:stacey.wordsworth@bluehillpr.com.au)

0438 394 371