

Mace Thornton, Vice President of Communications and Marketing
mthornton@unitedsoybean.org
(636) 681-1263

Mace Thornton will lead the newly formed USB/USSEC communications and marketing team and provide vision and direction for its key functions. He comes to the soy industry with many years of experience with the American Farm Bureau Federation and a wealth of strategic communications knowledge to offer USB and USSEC. In Thornton's role at AFBF, he engineered and implemented a comprehensive reorganization of the communications team, focusing on measurable strategic communications efforts, proactive media relations and aligned strategic messaging.

Lisa Humphreys, Senior Director of Content Management and Brand Stewardship
lhumphreys@unitedsoybean.org
(636) 681-1251

As senior director of content management and brand stewardship, Lisa Humphreys will direct content and dissemination strategies to ensure coordinated messaging across internal and external audiences. She will also drive brand consistency, awareness and engagement across all audiences and channels. Humphreys has been a great contributor to soy success already, serving as the director of communications for USSEC since 2012, and she has been working with USB since October 2018.

George Harper, Director, Investor and Industry Communication
gharper@unitedsoybean.org
(636) 681-1265

In this position, George Harper will oversee investor and industry communications strategies and direct organizational communications. This will include industry communications and resource asset management, QSSB relationship management and investor communications. He brings an impressive background in the soy industry as he joins the staff after serving as associate director of advocacy and public affairs for Osborn Barr, where he led multiple USB-focused initiatives.

Paul Murphy-Spooner, Director, Public Relations and Issues Management
pmurphyspooner@unitedsoybean.org
(636) 681-1254

Paul Murphy-Spooner will direct public relations and media relations activities, crisis management and anticipatory issues management efforts. He joins the team after serving as a senior manager of media and communications for the U.S. Farmers and Ranchers Alliance (USFRA), where he led media relations, oversaw member relations and was a key writer, project manager and presenter. He's also held roles with FleishmanHillard and Osborn Barr, prior to USFRA.