

**Speaker Biographies**  
**WISHH Take Action for Guatemala Food Security Dialogue**



**Craig Williams** is the Vice Chair of WISHH for 2024-2025 and a dedicated champion for sustainable agriculture. A soybean and corn farmer from Knox County, Indiana, Craig has also served as a director of the Indiana Soybean Alliance and as a supervisor for the Knox County Soil and Water Conservation District. He is a Purdue University graduate with a degree in agricultural economics. Craig and his wife, Kim, co-founded Pro-Ag Seed Service, specializing in Pioneer seed distribution. Their contributions to agriculture have earned them recognition as Indiana Master Farmers.

<http://www.wishh.org/>



**Fradbelin Escarraman** is the founder and CEO of Strategos Consulting Group, with over 20 years of experience in international markets, specializing in promoting food and agricultural products. Drawing on 14 years of service with the U.S. Government, including his role as a Marketing Specialist for the Foreign Agricultural Service at the U.S. Embassy in the Dominican Republic, he has developed deep expertise in trade and market development. Since 2007, his firm has represented U.S. cooperators, trade associations, and state agricultural departments across the Caribbean, Central America, and Mexico. As WISHH's representative in Latin America for more than a decade, Fradbelin has championed the adoption of U.S. soy ingredients in the region. He holds a bachelor's degree in Marketing, a master's in Corporate Finance, and certifications in digital marketing and project management, and is fluent in English and Spanish.

<https://strategosdr.com/>



**Morey Hill** is the Vice Chair of the American Soybean Association's World Initiative for Soy in Human Health and a member of its Board of Directors since 2017. A third-generation farmer from Madrid, Iowa, he manages a 400-acre family farm with a crop rotation of soybeans and corn, a small sheep herd, and laying hens. An Iowa State University graduate with a Bachelor of Liberal Studies, Morey began farming part-time after returning from the Army in 1975 and transitioned to full-time farming in 2005. He has held leadership roles with the Iowa Soybean Association, Iowa Farm Bureau, and Iowa Corn Growers Association, served as mayor of Sheldahl, Iowa, from 1986 to 1998, and is a graduate of multiple agricultural leadership programs.

<http://www.wishh.org/>



**Philip Good** is the Chair of the United Soybean Board (USB) and has served as a director for eight years. A farmer from Macon, Mississippi, Philip grows corn, cotton, and soybeans, raises beef cattle and catfish, and runs Philip Good Realty as a real estate broker. He has held multiple leadership roles with USB, including Treasurer, Secretary, Audit and Evaluation Committee Chair, Demand Action Team Chair, and member of the Executive Committee since 2022. Beyond USB, he serves as President of the Noxubee County Farm Bureau, sits on the Mississippi Farm Bureau Federation finance committee, and is a director of the Mississippi Corn Promotion Board. Philip is also active in the Mississippi Soybean Association, American Soybean Association, Mississippi Corn Growers Association, and Noxubee Cattlemen's Association. Recognized as Realtor of the Year in 2015 by the Golden Triangle Association of Realtors, he remains engaged in his local community through the Noxubee County Alliance and Chamber of Commerce and his church, Cornerstone Community Church.

<https://unitedsoybean.org/>



**Gena Perry** is the Executive Director of WISHH, where she drives strategic efforts to expand U.S. soy's role in global market development, food security, and long-term trade opportunities in emerging markets. She joined WISHH in 2019, managing USDA's AMPLIFIES poultry Food for Progress project in Ghana before transitioning into a strategic leadership role. Prior to WISHH, Gena spent nearly four years with AgriCorps, a nonprofit dedicated to agricultural education in Ghana and Liberia. During her time as an AgriCorps Fellow in Koforidua, Ghana, she worked with 4-H Ghana to enhance staff capacity and train educators in experiential learning methods. Gena holds both bachelor's and master's degrees in Agribusiness from the University of Georgia, USA.

<http://www.wishh.org/>



**Beth Bechdol** is the Deputy Director-General at the Food and Agriculture Organization (FAO) of the United Nations, where she leads global efforts in food security, emergency agricultural assistance, and resilience. She also oversees FAO's Resource Mobilization, South-South and Triangular Cooperation initiatives, and programs in Plant Production and Protection. Before joining FAO, Beth was President and CEO of AgriNovus Indiana and served as Director of Agribusiness Strategies at Ice Miller LLP, where she built a practice focused on food and agribusiness. Her public service roles include Chief of Staff at the U.S. Department of Agriculture and Economist on the Senate Agriculture Committee. Beth started her career at Informa Economics, where she became the first female Vice President. Ms. Bechdol was raised on a multi-generation family farm, growing soybeans and grains in rural Indiana. She received her bachelor's degree from Georgetown University in international law and international affairs and completed her master's degree at Purdue University in agricultural economics.

<https://www.fao.org/home/en/>



**Roberta Simpson-Dolbeare** is the immediate past chair of the World Initiative for Soy in Human Health (WISHH) and an American Soybean Association (ASA) director. She has led trade delegations to Central America and Ghana and represented farmers in engagements with the Rome-based food agencies. Roberta's leadership extends to serving as a director on the U.S. Soybean Export Council and as a former district director for the Illinois Soybean Association. A farmer at heart, Roberta works alongside her husband, Eric, and son-in-law on their multi-generational farm in Nebo, Illinois, USA. She and Eric are active in both local and international community service through Rotary District 6460.

<http://www.wishh.org/>



**Jane Shey** is a Senior Consultant at World Food Program USA, where she fosters relationships with the agricultural community across the United States and provides educational briefings on the use of U.S. commodities in international food aid programs to congressional staff. She also helps manage her family's corn and soybean farm in northwest Iowa. A former candidate for the U.S. House of Representatives from Iowa, Jane previously served as Staff Director of the Subcommittee on Foreign Agriculture and Hunger at the House Committee on Agriculture. She has served on advisory committees for the U.S. Agency for International Development and USDA, represented the National Association of Animal Breeders on the Agriculture Technical Advisory Committee, and trained participants in the USAID and USDA Cochran Fellowship Program.

<https://www.wfpusa.org/>





**Scott Gaffner** serves as the Secretary of WISHH and is a prominent leader in Illinois agriculture. He is an active member of the Illinois Soybean Association, contributing to its market development and governance committees. Scott has represented WISHH on international trade missions to Cambodia and Ghana, promoting U.S. agricultural interests. A centennial family farmer, he cultivates soybeans and corn while advocating for U.S. agriculture through the U.S. Soybean Export Council and the USA Poultry and Egg Export Council. Before farming full-time, Scott served nearly 30 years as a lieutenant with the Illinois State Police. He resides in Greenville, Illinois, with his wife, Jamie, and their two children.

<http://www.wishh.org/>



**William Tarazona** is the sales manager for Human Nutrition at ADM, overseeing operations in Central America and the Caribbean since 2022. A Food Engineer from the University of Pamplona (2007) with postgraduate degrees in Food Safety (2011) and Business Management (2017), he began his career managing production and quality in meat processing at Frigorífico Vijagual in Colombia. He later worked at Ligatec Colombia Ltda. and spent a decade at Tecnas S.A., where he held roles ranging from technical-commercial advisor to international sales manager for the Andean region, Panama, and Honduras. Since joining ADM in 2018, William has expanded markets in El Salvador, Honduras, and Nicaragua, driven research and development for strategic clients, and promoted plant-based and cost-effective solutions. A seasoned speaker and educator, he has participated in global industry events like the International Production & Processing Expo and taught courses on food quality and industrial machinery at Colombian universities.

<https://www.adm.com/en-us/>



**Alan Ayapán** is the Sales Manager for Government and NGO at Alimentos S.A., with over 13 years of experience in procurement processes with governments and NGOs in the region. An expert in designing food security and nutrition programs, he holds a master's degree in Marketing from the University of Cádiz, Spain, and a bachelor's degree in Business Administration from Mariano Gálvez University in Guatemala. Alan has also earned certifications in Integrated Management Systems, Logistics, and Leadership and Effective Management, reflecting his commitment to advancing regional development initiatives.

<https://somosvpa.com/>



**Marcela E. Rondon** is a career Foreign Service Officer serving as the Regional Agricultural Counselor for the U.S. Department of Agriculture (USDA) at the Office of Agricultural Affairs in Guatemala City. She oversees USDA programs and initiatives in Guatemala, El Salvador, Honduras, and Belize, representing the Secretary of Agriculture and providing strategic direction for the Foreign Agricultural Service (FAS) in the region. Prior to her current role, Marcela served as an Agricultural Attaché in Santiago, Chile; Brussels, Belgium; and Lagos, Nigeria, bringing extensive experience in agricultural trade policy and promotion. She has a strong background in facilitating international agricultural partnerships and advancing U.S. agricultural interests abroad.

<https://www.fas.usda.gov/regions/guatemala>



**Liz Hare** is the Principal of Evergreen Strategies and serves as the strategic advisor for ASA/WISHH. With over twenty years of experience in policy, agriculture, international development, global food security, trade, and social services across more than 20 countries, she previously held the role of WISHH's executive director before becoming CEO of St. Francis Community Services, where she focused on crisis intervention and long-term support through legal aid and case management. Liz also served as a foreign policy assistant to former U.S. Senator Claire McCaskill of Missouri and holds a dual master's degree in development management and policy from Georgetown University and Universidad Nacional de San Martín in Buenos Aires, Argentina. She has lived, worked, and studied extensively throughout Latin America.

<https://www.wishh.org/>



**Kevin Marinacci** is the CEO of Fabretto, where he leads teams across Central America, Spain, and the United States to build strategic partnerships with funders and program implementers. His connection to Fabretto began in 1989 during a Georgetown University volunteer trip to Nicaragua, where he met Padre Rafael Maria Fabretto and was inspired by his work with underserved children. After Padre Fabretto's passing in 1990, Kevin played a key role in establishing foundations in Nicaragua, the United States, and Spain to continue his mission. Under Kevin's leadership, Fabretto has grown into a prominent organization, providing education and nutrition to tens of thousands of children in Honduras and Guatemala. A Georgetown University graduate (BA, 1989) with an MBA from the Kellogg School of Management (1996), Kevin resides in Guatemala City with his wife, Manely.

<https://fabretto.org/>



**Diego Armando Juracán Santos** is a teacher and project coordinator based in Antigua Guatemala, with 11 years of experience working with Mission Impact Guatemala. Over the course of his career, Diego has contributed in various roles, including four years in teaching, two years in school administrative management, and five years coordinating educational projects focused on social support and health human resource training. His work has primarily centered in the Santa María de Jesús area of Sacatepéquez, where he has been dedicated to creating spaces for personal development, growth, and the formation of Christian values for vulnerable communities.

<https://missionimpact.com/>



**Alvaro José Bravo Morales** has been a dedicated member of the Rotary Club of Guatemala for 33 years and a founding member of the Rotary Pro-Nutrition Committee, supporting soy-based nutrition projects across the country through the use of the SoyCow soy milk machine. For the past 20 years, he has also played a key role in the Rotary team's response to national emergencies. In his professional career, Alvaro is the founder and head of ALBRAM, a company he established in 1995 that provides personalized insurance services, including life, medical, individual and family coverage, union and business insurance, aviation, and property insurance.

<https://www.rotaryantigua.org/>





**Federico Villarreal** is the Representative of the Inter-American Institute for Cooperation on Agriculture (IICA) in Guatemala, a position he has held since March 2024. He holds a PhD in Geography and a BA in Agricultural Economics from the University of Buenos Aires (UBA), as well as a Master's in Agrarian Social Studies from FLACSO. From 2018 to 2024, Federico served as Director of IICA's Technical Cooperation, leading critical programs across 35 countries. He is a researcher at Argentina's National Council for Scientific and Technical Research (CONICET) and has been a postgraduate professor at universities throughout the Americas. With over 60 publications, he brings extensive experience in project management and the training of high-level human resources.

<https://iica.int/en/>



**Tony Mellenthin** is a Wisconsin soybean farmer and director on the United Soybean Board (USB), where he leads the Export Work Group. He previously served as the USB ex-officio representative to the World Initiative for Soy in Human Health (WISHH), participating in key initiatives like the Global Food Security Dialogue in 2023. For Tony and his wife, Katie, soybean farming represents a multi-generational legacy, with their family cultivating soybeans for three generations in western Wisconsin. Together, they are raising three young children while sustaining their family farm.

<https://unitedsoybean.org/>



**Lowell Randel** is the Senior Vice President of Government & Legal Affairs for the Global Cold Chain Alliance (GCCA), bringing over 25 years of experience in policy and regulatory matters in Washington, DC. He has spent the past 15 years advocating for the cold chain industry, working with government officials to advance industry interests and helping association members navigate regulatory compliance. Prior to joining GCCA, Lowell served as Deputy Assistant Secretary for Congressional Relations at the U.S. Department of Agriculture (USDA). He holds a Bachelor's degree in Agricultural Economics and a Master's degree in Agricultural Development from Texas A&M University, as well as a Juris Doctorate from George Mason University School of Law.

<https://www.gcca.org/>



**Dr. Stephan Tubene** is a Professor and Acting Chair of the Department of Agriculture, Food, and Resource Sciences at the University of Maryland Eastern Shore (UMES) and serves as Associate Director of the 1890 Universities Center of Excellence for Global Food Security and Defense (CEGFSD). An international scholar with expertise in Africa, Latin America, and the Caribbean, his research, teaching, and consulting focus on international agricultural development, production economics, community and economic development, and global food security. Tubene earned his B.S. in Agricultural Engineering from Institut Facultaire des Sciences Agronomiques de Yangambi in the Democratic Republic of Congo (DRC) and his Ph.D. in Agricultural Economics from Kansas State University. He is fluent in English, French, and several African languages.

<https://wwwcp.umes.edu/sans/ncoe/cegsd/>



**Eddy Roquel** is the Operations Manager for Maya Health Alliance, where he leads a 10-member team responsible for coordinating the timely delivery of supplies, medications, and staff across hundreds of communities in Guatemala's Central Highlands. Since joining the organization in 2016 as support staff and driver, Eddy has advanced through various roles, drawing on his training in agronomy and business management. From 2018 to 2020, he played a key role in Maya Health's community gardens project, sharing his expertise with rural Guatemalan families to help them access healthy and affordable food. A dedicated father, Eddy enjoys exploring the lush landscapes of the Boca Costa and Altiplano regions with his son.

<https://www.wuqkawoq.org/>