



Compass Ag Solutions Expands Team Through Four Strategic Roles

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Compass Ag Solutions is announcing four strategic roles spanning business development, stewardship, education and operations, each chosen to enhance the company's ability to deliver disciplined, education-first, comprehensive risk management to more cattle producers across North America.

“This growth is about strengthening our ability to serve North America's cattle producers well. We are intentionally building a team committed to empowering progressive, family-oriented cattle operations by improving profitability, sustainability and quality of life through cutting-edge financial and risk management services,” said Jason Kraft, CEO, Compass Ag Solutions.

These additions reflect Compass’s continued investment in the people, processes and relationships that give producers clarity and confidence to make sound decisions so they can pass on their legacy to the next generations.

The four new positions include:

Jimbo Mercer, *Business Development*

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Jimbo Mercer is transitioning into a Business Development role after contributing to Compass’s communications and software offerings. Through that work, he developed a strong understanding of how Compass approaches cattle risk management and price protection, and how to communicate those strategies in ways that resonate with producers. In his new role, he will focus on developing producer relationships, supporting strategic growth initiatives and strengthening Compass’s presence in key markets. His familiarity with the company’s mission, service model and producer audience positions him to extend Compass’s reach while preserving the clarity and trust the organization is built on.

Shannon Treichel, *Director of Stewardship & Industry Outreach*

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Shannon Treichel steps into a newly created role that reflects Compass’s commitment to preserving customer experience and company culture through strategic growth. She brings a background in business development and producer engagement across multiple industry segments, along with active leadership roles with the Texas Beef Council, NCBA and the Beef Checkoff, giving her meaningful perspective on producer needs and broader



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industry priorities. In this role, she will help strengthen client stewardship standards, support industry outreach and build a culture of collaboration and long-term producer support. Her work will help ensure customers have greater clarity around risk exposure as they make informed decisions for their operations today and for future generations.

Kyli Kraft, *Manager of Education, Communication & Marketing*

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Kyli Kraft will lead Compass's education, communication and marketing efforts, ensuring the company's messaging and resources remain clear, practical and producer focused. She will support the development of educational content, strengthen communication systems and advance Compass's reach and brand presence across the cattle industry. She brings experience from the Farm Credit System, where she underwrote loans for feedyards, cattle feeders and stocker operations, along with a degree in agribusiness from West Texas A&M University. Raised on a fifth-generation cattle and farming operation in northern Colorado and having served on the National Junior Angus Association Board of Directors, Kyli brings both industry perspective and hands-on experience to the Compass team.

Cambree Schmaltz, *Livestock Risk Protection (LRP) Operations Support*

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Cambree Schmaltz joins the LRP team in Operations Support, where she will assist with LRP processing, support risk consultants with analysis and help ensure superior customer service for producers. Raised on a cow-calf and backgrounding feedyard operation in the Nebraska Panhandle, she brings a producer perspective to everything she does. Cambree earned a degree in agricultural economics from Kansas State University, with a minor in animal sciences and industry, and gained practical experience through the Risk Management Center. Her background in data analysis and cattle operations strengthens Compass's ability to deliver reliable support that LRP demands.

About Compass Ag Solutions

Compass Ag Solutions is an agricultural commodity risk management consulting firm based in Fort Collins, Colo. The company specializes in helping cattle producers align their positions and risk preferences with market conditions through the combination of futures, options and LRP, supported by tailored strategies and position-tracking systems. Compass's mission is to improve profitability, sustainability and quality of life for progressive, family-oriented cattle operations, delivered with uncompromised integrity.