



**Roxi Beck**

**Consumer Engagement Director for The Center for Food Integrity and Vice President of Look East Consulting**

An active speaker, trainer, facilitator and a trusted advisor to food system thought leaders, Roxi Beck helps audiences think differently about earning trust. As consumer engagement director for The Center for Food Integrity and vice president at Look East Consulting, Beck brings 15 years' experience working with clients across the food system, directing strategy and activities for consumer-facing food and agriculture initiatives. Whether working with registered dietitians, toxicologists, corporate executives, communication directors, restaurateurs, farmers, non-profit leaders, even consumers, Beck connects the dots on the varied pressure points that shape today's food system, and helps organizations incorporate transparency principles and trust-growing approaches into their culture.

Beck received bachelor's degrees in psychology and public relations from Coe College. She currently serves on the board for Iowa State University's Agricultural Entrepreneurship Initiative, is a graduate of the Greater Des Moines Leadership Institute and is past-president of the National Agri-Marketing Association's Iowa Chapter.