

# THE HONEST BISON™

## Management Team



**Sean Lenihan, CEO**

310-447-5527

As Founder and CEO, Sean sets the vision and leads the company. Additional duties include supplier onboarding, rancher relationships, and sales. His 23 years in business, along with the 17 years as an entrepreneur serve as a solid foundation in which the company is built. Never shy about sharing his story, or how bison can nourish humans, heal ecosystems, or just impress your friends at a summer BBQ, Sean's charisma and passion toward the business becomes infectious. [LinkedIn profile for Sean Lenihan](#)



**Karin Djelaj, CMO**

214-240-2629

If you've seen the website and watched the videos you may have noticed that The Honest Bison is not "just a meat company". There has been a great attention to detail in every aspect of what our customers see, taste and ultimately feel about trusting us with their food. Karin is the creative genius behind the emotional connection The Honest Bison has with all of its customers. Her ability to write, direct, and lead the creative team has been a distinguishing characteristic in building the premium brand. Her talent will really begin to show once the company begins executing on the next phase of growth, through a new website, videos and event activations. [LinkedIn profile for Karin Djelaj](#)



**Roland Kroos, Supply Chain Advisor**

406-522-3862

A 30+ year veteran of helping ranchers become sustainable and profitable businesses. Roland has mentored and taught Sean since 2013 in many of the holistic management techniques and practices found at the highest performing livestock ranches in the country. With a view of the "whole", The Honest Bison has followed Roland's advice with a business model that enables each major component of the supply chain to thrive, which has been well-received by ranchers seeking to take better care of their animals and their pastures with The Honest Bison as a sales channel for the meat. [LinkedIn Profile for Roland Kroos](#)



**Kristopher Brown, Bison Rancher**

715-563-1510

As owner and operator of Grandview Bison Ranch, Kris and his family have embraced the holistic management of bison and built systems based grazing program that enhances the already exceptional ecosystems found in Central Wisconsin. With 650+ acres under management, Kris is able to produce several million dollars worth of bison meat each year. Kris has enjoyed previous success in the premium exotic animal business, which has helped position Grandview Bison, THB Grasslands and ultimately The Honest Bison with some of the finest grazing pastures for bison in the country.

**Wayne Lautsbaugh, Meat Processor**

715-289-3000

An award winning meat processor and butcher, based in Cadott Wisconsin, Wayne and Sean have built a relationship on a vision that together they can grow the grassfed bison and healthy meat categories. Wayne and his family own and operate Crescent Meats, which is a USDA inspected plant with slaughter and processing capacity for thousands of bison, elk, venison, and other domestic animals. Wayne will be managing the processing functions of The Honest Bison as well as assisting in the development of 3 new meat protein snacks for the Consumer Packaged Goods category.