



Steve L.

Agribusiness leader in cross functional environments with a track record of developing new markets, driving sales growth, and owning several successful companies both domestically and internationally.

Expertise

Business Coach and Mentor. Business Development. Ownership Transitions. New Markets/ International Expansion.

About Steve

Steve is an experienced business coach and mentor with a deep expertise in managing ownership transitions, particularly in privately-owned businesses. He has a strong track record in coaching and mentoring leaders in sales and marketing, helping companies expand both domestically and internationally. With a focus on business development and sales leadership, Steve specializes in preparing companies for a successful sale to private equity or strategic buyers. His vast experience includes navigating complex ownership transitions—from founder-led to ESOP or private equity ownership—while restoring order and focus in businesses disrupted by these transitions. As a trusted CEO and COO, Steve has been instrumental in developing new markets and supporting ownership transitions in both domestic and international settings. His goal is to empower management teams to successfully navigate the challenges of ownership transition and market expansion while helping businesses thrive in new environments.

Steve has been engaged with Business as Mission for over 30 years, which led him to live in a closed country in East Asia as a BAM practitioner. He has a heart to see BAM entrepreneurs not go it alone as “lone rangers” when there is a great deal of support available. BAM entrepreneurs are often not understood out in the marketplace nor understood by folks at home. True entrepreneurs are often so buried in the business, that they cannot see a vision for how BAM can impact cultures and people. Steve hopes to continue to be involved in supporting these BAM entrepreneurs, coaching them along in the process.

While in East Asia, projects and businesses Steve was involved with included:

- Wholesale imports of US meat products to various local markets plus high level 5-star hotels.
- Sales of wet salted cattle hides for the leather and furniture business.
- Built a business from ground up sourcing raw milk, developing flavors, and selling in small packages to supermarkets all branded with Looney Tunes cartoon characters.
- Served in local church ministry in leadership roles, small group leaders, and discipling for young men.

Experience

Company/Organization	Position/Title	Dates in that role
NovaRev Partners LLC	Co-Owner	2025
Strategic Agribusiness LLC	Owner and President	2019-Present
Win-Win/APS	SVP and Director	2017-2019
H.J. Baker & Sons	VP and General Manager	2015-2017
QC Supply	SVP Business Development	2014-2015
Big Dutchman	VP Pig Equipment Sales	2011-2014

Education

College/University	Degree Earned
University of Missouri-Columbia	BS Agronomy and Agribusiness