

Rodeo Austin is proud to announce the selection of James “Jim” Sharp as Chief Operating Officer. After a nationwide search, Sharp’s experience shined through. His livestock background, coupled with volunteer management, made Sharp uniquely qualified to advance Rodeo Austin’s mission, *Promoting Youth Education – Preserving Western Heritage*.

Sharp was born in northeast Ohio and raised on a small dairy farm. His early adventures developed his interest in agriculture and he became an 11-year 4-H member. After high school, he attended The Ohio State University graduating in '88 with a B.S. in Agriculture. Immediately upon graduation, he began a 15-year career with Atlantic Breeders Cooperative, which later merged to become Genex Cooperative, Inc. Sharp began as a technician, later moved into sales management and managed a sales force covering southern Pennsylvania.

For the past 12 years, Sharp has worked for the Pennsylvania Department of Agriculture serving as Show Manager of the Keystone International Livestock Exposition in Harrisburg, Pennsylvania. The Keystone International is the largest livestock show on the east coast. In his role, Sharp coordinated the All-American Dairy Show, the largest dairy cattle show in the nation. In addition, he oversaw competitive events for the Pennsylvania Farm Show, the largest indoor agricultural event in the country. Sharp worked closely with volunteer boards in managing events. Currently, Sharp serves as the Secretary/Treasurer of the North American Livestock Show and Rodeo Managers Association.

“Jim is a respected leader within the industry; we are proud to have him on Team Rodeo Austin. His leadership, knowledge and experience will elevate our brand,” states Bucky Lamb, Rodeo Austin Chief Executive Officer.

Married to his high school sweetheart for 27 years, Jim and Denise have two daughters Hannah, 15 and Elaina, 12.

As Chief Operating Officer, Sharp will work alongside 1,500 volunteers, sponsors, donors and a full-time staff of 15. “I’m eager to wear the Rodeo Austin brand and serve the youth of Texas,” states Jim Sharp.

Rodeo Austin is proud to welcome Jim Sharp as the newest member of Team Rodeo Austin.