

BECKY ROZENBOOM

Director of Land Investment Expo

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Becky Rozenboom is a strategic leader and business integrator for Peoples Company and its affiliate organizations, driving initiatives that strengthen marketing, operations, and organizational communications. She leads all aspects of strategy, marketing, and execution for the Land Investment Expo, Peoples Company's cornerstone marketing event. Her leadership has elevated the Land Expo into a premier platform for education, networking, and industry engagement, attracting top professionals and expanding the company's reach.

As Secretary of the Board for Peoples Company, Becky plays a critical role in governance, supporting board operations, executive decision-making, and organizational alignment. Becky brings extensive experience in marketing, specializing in event management and client communications. Her expertise in creating impactful experiences and fostering meaningful relationships enhances both Peoples Company's and Ground Breaker Homes' operations. In addition to her work with Peoples Company, she serves as Director of Operations for Ground Breaker Homes, overseeing day-to-day operations and optimizing organizational processes.

Outside of her professional work, Becky is actively involved in her community. She has served on the Clive Community Foundation board and participates in local organizations supporting her children's schools and other community initiatives.

EDUCATION

Iowa State University, B.A. Communications and Media Studies