

CRAIG OSTBO BIO REVISED

“I’m leaving the band.” And so began Craig Ostbo’s 30 year love affair with marketing.

Craig is the managing partner and chief marketing and brand strategist at Koopman Ostbo Marketing Communications in Portland, Oregon. Craig fell in love with marketing because it allowed him to be both creative and analytical. He has provided strategic direction for numerous agriculture commodity associations, state commissions and specialty food product brands including Oregon Farm Bureau, Oregon Cattlemen’s Association, Idaho Dairymen’s Association, Oregon Department of Agriculture, Bob’s Red Mill Natural Foods, Kettle Chips, Painted Hills Natural Beef, Kroger Naturally Preferred Brand, and Smucker Natural Foods, among others.

Craig has been a featured speaker at Farm to Label, the National Specialty Crop Block Grant Program Conference, the Marketing Educators’ Association, and the Academy of Marketing Science, among others. He’s a member of the faculty at Today’s Managers, Tomorrow’s Leaders, a weeklong institute hosted by Portland State University’s Food Industry Leadership Center and the Food Marketing Institute. Craig has a degree in International Business from Linfield College, where he also serves on the Business Advisory Council.

Fortunately for Craig, he never left music; he turned his 10-year vocation of a touring and recording musician into his avocation.



Even more fortunate for him was meeting his wife, Ellen, at the first “real” job he took to make the transition into the marketing and communications world. A year later they were married and 32 (incredible) years later they have a 26-year-old son Christian who is a chef trained at the OR Culinary Institute and a 24-year-old daughter Emily who lives and works in Berlin, Germany. They support their dad’s love and habit of taking family pictures and selfies no matter where they are.

