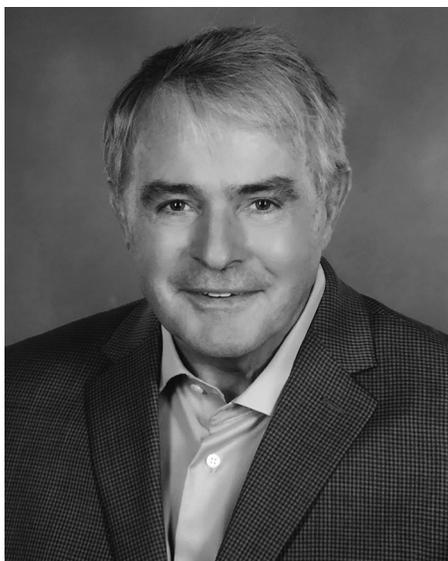


## 2020 Recipient of the IETS Distinguished Service Award



### Dr. Brad Stroud

Dr. Brad Stroud was born and raised in Weatherford, Texas, and still resides there and operates his embryo transfer (ET) business, Stroud Veterinary Embryo Services Inc., in that town. Stroud was the starting quarterback on his high school football team and impressively set the school record, which still stands, in the 220-yard dash. After earning his undergraduate degree at Texas A&M University, he then earned his veterinary degree from the same institution in 1979. He went on to complete an internship in large animal ambulatory medicine at the Ohio State University in 1980, following which he returned to Weatherford, where he and his wife built and established his ET facility and business.

Stroud attended his first IETS conference in 1981, held in Denver for the seventh consecutive time in Colorado. Stroud recalls that there were approximately 150 participants at that conference and the main subject of conversation seemed to center around whether ova had been fertilized and the morphology of healthy embryos. Although many of the attendees were largely commercially active and competitive ET practitioners, many of them struck Stroud as being willing to openly share what they knew. Following this conference, Stroud vowed to help his colleagues in the industry and planned to one day stand at the podium and present new information.

Starting in 1981, Stroud's business grew steadily and peaked in size with approximately 20 employees, a large in-house donor and recipient facility, and a demand to provide ET services over a wide geographic area. Early on, Stroud started incorporating ART procedures that went well beyond the traditional procedures of classic ET. He successfully used gamete intrafollicular transfer and AI to produce embryos and pregnancies in clinically infertile cows. He was among the first nonacademic veterinarians to utilize ultrasound technology in his practice and, in fact, produced four very comprehensive cassette tapes (later changed to CDs) covering bovine reproductive ultrasonography, direct transfer of frozen embryos, bovine fetal sexing, and a guide to handling frozen embryos and semen. Several thousand of these tapes have been distributed on an international basis, and they continue to be relevant and very useful. In addition, Stroud has given many lectures, talks, and short courses on the use of ultrasound in bovine reproduction and ART.

Stroud was also among the first ART practitioners to incorporate IVF, embryo splitting, and user-friendly embryo recovery and transfer methods into his business. Furthermore, he has always welcomed visitors to his program and generously shared all that he had accomplished. Stroud was elected president of AETA in 1991 and then president of IETS in 1992. He remains the only individual to have served as the president of both organizations. In 1994 he was honored as the Schering Plough ET Person of the Year, and in October of 2019 he was presented with the AETA Edwin Robertson Lifetime Achievement Award. Perhaps most notably, Stroud has operated a large, busy ART facility for the past 40 years, while continuing to write and present papers and give workshops at both domestic and international conferences. In addition, he has openly and generously shared all of his mistakes, discoveries, and data with innumerable individuals and organizations in the ART industry.

Dr. Stroud is a most worthy recipient of the 2020 IETS Distinguished Service Award.