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CHESTERFIELD, MO (June 26, 2024) – José Otávio B. Sorbara, Ph.D., is charting the direction of a growing product portfolio at NOVUS.

Sorbara was named the intelligent nutrition company's Feed Enzymes Global Leader following the company's acquisition of BioResource International, Inc. (BRI), earlier this year.

In this new role, Sorbara owns developing the strategy and managing the innovation pipeline for NOVUS's enzyme products while supporting the commercial team as it works to grow the feed enzyme business around the world.

"Enzymes are more important than ever for the animal agriculture industry," Sorbara says. "They play a crucial role in optimizing feed formulations, making them more cost-effective for feed millers and farmers. By enhancing the digestibility of nutrients in the feed, our enzymes improve the overall nutritional value of the diet for animals. This not only boosts animal performance but also reduces waste and environmental impact by minimizing nutrient excretion."

He says coupling BRI's products and expertise in fermentation with NOVUS's own CIBENZA® Enzyme Feed Additive not only provides more options to customers it also allows the company to innovate solutions for tomorrow's nutrition and performance challenges.

Laura Munoz, senior director of Global Strategic Marketing & Business Development says Sorbara's expertise with enzymes as well as in managing and fostering collaboration of global and regional teams will be an asset to grow the company's market share in the enzyme sector.

"As an expert, José helped expand market opportunities for various enzymes while with DSM. His understanding of the sector is definitely an asset as we work to grow our enzyme portfolio," Munoz says. "We're confident that José's leadership will allow us to meet our goals as well as continue to solidify our commitment as a trusted partner for our customers," Munoz says.

Sorbara spent the last 17 years with DSM-Firmenich where he most recently served as the Global Innovation Lead for Poultry. He also previously held technical, marketing and category management roles at the company. He earned his doctorate in poultry nutrition from the State University of Maringá (Universidade Estadual de Maringá) in Brazil.

He is a member of the Poultry Science Association and resides in Brazil.

NOVUS is the intelligent nutrition company providing solutions for the animal agriculture industry around the world. The company's portfolio includes trace minerals, nutritional enzymes, feed digestibility and meat quality solutions, and methionine supplementation products, as well as a network of experts globally who provide guidance on management best practices. To learn how NOVUS is Made of More, visit novusint.com.

For information about the solutions NOVUS offers through its enzymes portfolio, visit www.novusint.com.