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Brian Wesemann Joins TechMix Global as Bovine Sales Leader

Minneapolis, September 12, 2016 – TechMix Global announces that Brian Wesemann joined the company as head of bovine sales. Wesemann brings more than 20 years of North American and international animal health sales experience to TechMix.

Most recently Wesemann served as director of sales at Hampel Corporation in Germantown, WI, in its animal care division. At Hampel, he was responsible for a variety of product lines including: Calf-Tel, AirMax, Maternity Pen and others. He created triple-digit sales growth in North American and international markets and managed sales force recruiting, channel partner relations and new product line expansions.

Prior to Hampel Corporation, Wesemann was with Provimi North America where he was responsible for sales strategy, new product commercialization, and sales training. Wesemann worked in a variety of sales and business management positions at Provimi including: development manager for calf and heifer products, director of sales for Vigortone Ag products, and business development manager for dairy products.

Wesemann also has deep specialty nutrition experience. He served as director of sales at MS Specialty Nutrition, a manufacturer of specialty feed additives. At the company, he created double-digit sales growth, managed national accounts, and created new distribution channels.

“We’re pleased to welcome Brian to the TechMix team and look forward to sharing his animal health expertise with our dairy and beef grower, veterinarian and nutritionist customers throughout North America, Europe, the Middle East and Asia,” said Mike Nelson, TechMix president. “Brian brings deep experience in bovine production and bovine animal science for our customers and partners and will be available to consult with them on how to improve animal performance through better hydration.”

Wesemann holds a bachelor of science degree with an emphasis in dairy science from the University of Wisconsin.

-30-

About TechMix Global: Since 1983, TechMix has been manufacturing and marketing BlueLite®, the most recognized brand in animal hydration. It is often recognized as “Gatorade for animals.” TechMix innovates with livestock growers, veterinarians, nutritionists and universities around the world to provide the best hydration products to protect animals and producer investments. The TechMix product lineup includes BlueLite®, Blue2®, YMCP®, Liquitein® and Restart products and helps customers manage animal stress events from birth to transport by providing the right hydration at the right time. TechMix is redefining hydration to keep animals drinking, eating and producing.