



For More Information:

Tammy Howe
TechMix Global
877-466-6455
tammyhowe@techmixglobal.com

Ashley Schroeder Joins TechMix Global Bovine Team

Minneapolis, April 12, 2017 – TechMix Global announces the appointment of Ashley Ann Schroeder as Bovine Sales Account Manager of their Midwest Territory. Previously Schroeder worked as a territory manager for Parnell Pharmaceutical in its dairy reproduction products group. Prior to that, she served in a variety of roles serving Midwest dairy producers at AgStar Financial, Ecolab, Pfizer Animal Health and the South Dakota State University Dairy Research and Training Facility. Schroeder holds a BS degree in Dairy Production from South Dakota State University.

At Parnell, one of the leading providers of veterinary pharmaceuticals for dairy, Schroeder focused on the company's dairy reproduction products that include fertility hormones and digital technology platforms that synchronize estrous cycles for dairy and beef cows. As territory manager, Schroeder was responsible for sales to veterinarians, producers and channel partners in Minnesota, Iowa, South Dakota and Idaho. During her three-year tenure, sales of Parnell dairy reproduction products more than doubled.

At AgStar, Schroeder worked with Minnesota, Iowa and South Dakota dairy producers to improve their bottom lines using the bank's various financial products. Prior to AgStar, Schroeder worked at Ecolab in the company's dairy cleaning and sanitation, udder hygiene and hoof care products business. She supported Ecolab sales to mid-tier dairy producers with 300-2,000 cows in their herds. At Pfizer (now Zoetis), Schroeder promoted the company's dairy health products to producers in Minnesota and Iowa.

"Ashley will be instrumental in continuing our growth with dairy producers in North America – particularly the mid-tier dairies located in the Midwest and on the East Coast," says Mike Nelson, TechMix Global president. "Her experience in improving ROI for dairy operations, increasing reproductive rates and enacting preventative health regimens will be invaluable to dairy producers."

About TechMix Global: Since 1983, TechMix has been manufacturing and marketing BlueLite®, the most recognized brand in bovine hydration. It is often recognized as “Gatorade for animals.” TechMix innovates with dairy producers, veterinarians, nutritionists and universities around the world to provide the best hydration products to protect animals and producer investments. The TechMix dairy product lineup includes Bovine BlueLite®, Bovine Fresh Cow YMCP®, Rumen Yeast Caps® and Calf Restart® to help dairy producers manage stress events from birth to transport by providing the right hydration at the right time. TechMix is redefining hydration to keep dairy herds drinking, eating and producing.