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Brad Kolstad Joins TechMix Global Dairy Team

Minneapolis, September 12, 2016 – TechMix Global announces the appointment of Brad Kolstad as Strategic Portfolio Manager. For the past 22 years, Kolstad worked at Zoetis/Pfizer Animal Health supporting its global cattle business while based in New Jersey headquarters and in key dairy production markets including California and Western Canada. Kolstad's various positions at Zoetis included: associate director of global cattle new product marketing; senior US marketing manager for cattle reproduction/milk quality/genetics; senior dairy production specialist; sales territory manager.

During his Zoetis career, Kolstad managed and supported the company's global milk quality and reproduction new product portfolio. He specialized in product valuations focused on return on investment and global voice of customer as well as identifying global latent and unmet customer needs and market insights that drove science and technology investments. He led a cross-functional team that leveraged the company's reproductive portfolio with its genetics products in an innovative In Vitro Fertilization program. Kolstad also co-invented a patent pending device for intramammary infusions.

Kolstad has been an author on several articles in animal science publications including Journal of Animal Science and Journal of Dairy Science. He received numerous commendations at Zoetis/Pfizer including: Pfizer's President's Circle Award for Outstanding Sales Achievement several times and the Pfizer Commercial Excellence Award.

Kolstad holds a Master of Science degree in animal science from Montana State University and a Bachelor of Science degree in agriculture from the University of Alberta. He also has completed professional development work at the Wharton School of Business and the Dow Corporate Leadership Center.

“Brad will be instrumental in helping dairy producers to better understand and monetize the significant return on investment that TechMix products provide in keeping animals eating, drinking and producing,” Mike Nelson, TechMix Global president. “His experience and research in increasing reproductive rates, bolstering herd health, specifically transition and fresh cows and improving milk quality will help TechMix continue to expand its relationships with large dairy producers in key markets such as California, Northern Europe, Germany, France, China and the Middle East.”

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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®, Liquitein® and Restart products and helps swine customers manage 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.