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**AB VISTA APPOINTS GLOBAL MARKETING DIRECTOR IN NEW ROLE AS PART OF BUSINESS GROWTH STRATEGY**

AB Vista has appointed Raquel Rodrigues in a new Global Marketing Director position as it seeks to maximise international growth opportunities.

A marketing professional with more than 25 years' experience, Rodrigues has served in several large multi-nationals mainly dedicated to the mono-gastric segment, and more recently in ruminants, pet and aquaculture.

She also has extensive knowledge of developing a sustainable approach to agri business, setting strategic direction and integrating complex functions.

In her new position as part of AB Vista's management team, Rodrigues will be responsible for leading the international marketing function, supporting international business expansion and further developing the business' customer-centric approach.

Rodrigues, who will be moving to Europe from Brazil, said: "I am delighted to be taking up this position at such an exciting time in the company's development, as we look to expand our feed intelligence offering to existing customers and reach new customers around the world."

AB Vista's Managing Director, Juan Ignacio Fernandez, said: "Raquel's expertise and ideas will be hugely beneficial to our business, and we are looking forward to her being part of our team."

He added: "Appointing a Global Marketing Director is core to our strategy of being a world leader in feed additives. We are expanding our products and services to help combat the increasing challenges of rising feed costs and the impact of animal diseases, through helping customers to improve the nutritional value of diets and the gut health of animals.

"We are committed to further driving sustainability and responsibility in the industry and this appointment will help accelerate our impact and global market share."

For more information, contact AB Vista on +44(0)1672 517 650 or [info@abvista.com](mailto:info@abvista.com).

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**Notes to editor:**

AB Vista is a global animal nutrition technology company offering pioneering products and technical services to the global animal feed industry. Since its establishment in 2004, AB Vista has grown to be a top-three player in feed enzymes. Working in close collaboration with academics and customers, AB Vista is committed to developing new nutritional applications based on scientific insight. This is achieved through research, nutritional expertise and the ability to analyse nutritional factors – the combination of which is referred to as "feed intelligence". This serves to bring an improved nutritional picture to the industry. AB Vista has a portfolio of products and technical services spanning the poultry, swine, ruminant and aquaculture sectors. AB Vista is headquartered in the UK, with regional offices located in the USA, Brazil, Singapore, Spain, India, The Netherlands and Finland.

AB Vista is part of AB Agri, which manufactures animal feed, nutrition- and technology-based products and offers data services for the agri-food industry and which operates all along the food industry supply chain.

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