



EMBRIA[®]
Health Sciences

EXECUTIVE PROFILES

Paul R. Faganel, president of Embria[®] Health Sciences, spearheads strategic planning and business development efforts and oversees financial, legal, sales and marketing functions.

For over a decade Paul has dedicated himself to Embria's parent company, Diamond V Mills, a raw material manufacturing and research company. Holding such positions as administration manager, vice president of operations and executive vice president, Paul contributed to the establishment of Diamond V as a world leader in the agricultural animal nutrition industry. He also initiated the research efforts that proved Diamond V's products have safe and beneficial applications for human health. Noting Paul's successful leadership and vast industry expertise, Diamond V tapped him to head up Embria Health Sciences and move the science-based company into the human nutrition market.

Paul has served on non-profit boards for the Cedar Rapids Science Station, St. Luke's Hospital Foundation and the City of Cedar Rapids Five Seasons Committee. Paul holds both a bachelor's and master's in business administration from the University of Iowa.

Larry E. Robinson, Ph.D., vice president of scientific affairs at Embria Health Sciences, is responsible for the ongoing research and scientific studies of existing products as well as the research and development of potential new products. He ensures that all Embria products are backed by solid science, proven efficacious, and adhere to the strict quality standards that Embria is known for providing.

Dr. Robinson brings to Embria over 25 years of experience in the nutraceutical, pharmaceutical, and food ingredient industries. His background includes leading all phases of product R&D from planning through scale-up and commercialization. Previously, he was vice president of scientific affairs for Zila Nutraceuticals, Inc., where he led efforts developing Ester-E, and conducted all phases of research for Ester products. He also has expertise in microbiology, fermentation, enzymology, biotechnology, and business development. Larry's scientific background, combined with his experience in regulatory affairs, commercialization and marketing, make him ideally suited to lead Embria's technical efforts.

Larry earned a bachelor's degree with double majors in biology and psychology, a master's degree in microbiology with a minor in biochemistry from Auburn University, and a Ph.D. degree in microbiology from Rutgers University, followed by post-doctoral studies at the University of Minnesota.

Stuart Reeves, Ph.D., director of research and development at Embria Health Sciences, is an international biotechnology scientist and has been instrumental in spearheading the supporting research behind Embria's key human nutrition products.

Dr. Reeves has authored dozens of peer-reviewed papers for such revered publications as *the Journal of the Science of Food and Agriculture*, *Biochimica et Biophysica Acta* and *Food and Agricultural Immunology*. Having held senior academic positions at the University of Sussex and Cornell University, he currently serves as a board and panel member on various state and university committees in Iowa.

Previously the primary senior scientist for Diamond V Mills, Inc., Dr. Reeves laid the scientific foundation for many of Diamond V's research-based nutrition products.

Greg Thornton, director of sales, is responsible for sales and the business relationships between customer companies and Embria Health Sciences. Greg cultivates new sales opportunities and sustains business relationships with current and potential customers, as well as manages and assists in recruitment of distributors and sales agents.

With more than three decades of industry sales experience, Greg was most recently the North American sales manager for Kemin Health, LC, where he annually ranked as one of the company's top sales professionals. Previous to his 28 years at Kemin, he managed a start-up organization and grew company sales at Landmark, Inc.

Mark Joyner, director of operations for Embria, procures raw material to be used in existing products, scheduling production, maintaining quality management system, ensuring environmental regulatory compliance and supporting employee safety.

Mark has been an integral part of Embria's parent company, Diamond V Mills, for more than 30 years. Since starting on with Diamond V in 1973, he has held a number of positions, including: foreman, assistant plant manager, plant manager, manufacturing and regulatory affairs manager and operations manager.

Mark holds a bachelor's degree in computer science and business administration from Mount Mercy College in Cedar Rapids, Iowa. He has completed executive education courses at the University of Wisconsin and is a member of the American Management Association (AMA).

Cheryl Sturm, director of marketing at Embria Health Sciences, is responsible for managing the company's brand, overseeing advertising, supervising Embria's tradeshow presence, conducting marketing research and managing new product launches.

Cheryl brings more than 20 years of marketing and communications expertise to Embria Health Sciences. She has been responsible for developing major brands within the nutraceutical, health insurance, finance, agricultural equipment and hospital service sectors in her past roles as strategic marketing manager of Kemin Health, LC, and senior vice president/account group director of CMF&Z Advertising, a Young & Rubicam company.

She holds a bachelor's degree in secondary education, with endorsements in economics, political science, sociology and psychology from Westmar College in LeMars, Iowa. Cheryl completed graduate work in economics at the University of South Dakota and served as an ambassador for the National Advertising Education Foundation, specializing in international advertising.

Kevin Boot, Embria's regulatory counsel, leads all activities relating to government compliance and spearheads efforts to develop and execute global regulatory and product registration strategies. He is also responsible for liaison activities with government authorities as well as reviewing and approving all product labels and advertising.

Kevin was previously senior regulatory affairs manager for Kemin Health, LC, where he organized a cohesive global regulatory department and established regulatory statuses for human nutrition ingredients. Before joining Kemin Health, Kevin was an associate attorney with the law firm of Keller and Heckman, LP, in Washington, DC where he provided legal and regulatory solutions for companies in the food and drug industry.

He holds bachelor's degrees in journalism/mass communications and political science from the University of Iowa and obtained his juris doctor degree from The George Washington University Law School in Washington, DC.