



## **Dr. Giovanni Gasperoni**

### **Chief Administrative and Strategy Officer**

Dr. Giovanni Gasperoni is Chief Administrative and Strategy Officer for Novus International, Inc. He is responsible for the company's Administrative and Strategic Planning Unit, with oversight for the Finance, Human Resources, Legal, Enterprise Systems and Optimization (IT), Corporate Development (Strategic Planning), Process Improvement, Strategic Initiatives, Internal Audit, Government Affairs and Industry Relations functions. This Unit also leads the long-range planning process for the organization and manages mergers, acquisitions and integration.

Gasperoni has been influential in leading Novus during its growth into a global health and nutrition company with sales of nearly US \$1 billion. He has helped guide Novus as it diversified from a poultry market-focused organization into the Beef, Dairy, Pork and Aquaculture markets. Under his direction, Novus has grown from three core poultry market products to over 100 products covering strategic nutrition, gut health and feed quality throughout the animal agriculture industry.

A native of Italy, Gasperoni graduated "cum laude" from the Faculty of Veterinary Medicine, University of Bologna and began his career as a marketing consultant for Monsanto Europe. While working as a consultant, he conducted an analysis of the Methionine market in Italy which led to a full time position as Manager, Counter Trade with Monsanto. In this position, he coordinated a project which led to the commercialization of a new DFP feed grade phosphate in the former Soviet Union.

Gasperoni relocated to St. Louis in 1994 and became Director, Worldwide Technical Organization for Novus. In 2000, he was named Director, Antioxidants Business and was responsible for the global marketing and sales of all antioxidant products. As Director, he developed and secured new partnerships with suppliers in Korea and China. He also started the development of a new line of natural antioxidants for use in animal feed.

In 2001, Gasperoni became the head of Marketing and Sales for Novus. In this position, he led the effort to build a direct sales organization in Asia. In 2002, Gasperoni was promoted to Vice President, Marketing and Sales and in April 2007, he assumed the position of Executive Vice President, Marketing and Sales.

Gasperoni is fluent in five languages, English, Italian, Spanish, French and Portuguese. He frequently speaks at conferences and events around the world on a variety of topics related to forward-looking trends in animal agriculture.