



NOVUS Names New Business Director in Asia

Rajeev Murthy takes the helm of a key market for the intelligent nutrition company



CHESTERFIELD, MO (May 29, 2024) – Rajeev Murthy has joined NOVUS as the new senior director & managing director of Asia Pacific. Murthy will shape and steer the intelligent nutrition company's strategy in this vital market.

"Rajeev comes to NOVUS with more than 25 years of industry experience," says Sr. Vice President and Chief Commercial Officer Ed Galo. "Along with his positive track record for driving commercial success, employee engagement and talent development, we are confident in his ability to elevate our presence and enhance our strategic initiatives across the Asia Pacific region."

Originally from Bangalore, India, Murthy says luck brought him to the animal agriculture industry, but he's made it his life's career "for the difference one can make in improving access to healthy and safe protein."

When it comes to supporting poultry, swine, and dairy producers in Asia Pacific, Murthy says customer profitability is key.

"For poultry, driving profitable growth while being mindful of changing customer needs where sustainability and antibiotic use are concerned is important," he says. "For swine, we need to investigate ways to return to a profitable operation in a world that is still impacted by challenges resulting from African Swine Fever. With dairy, we can show how to drive efficiency in the operation."

As part of NOVUS' goals to deliver solutions closer to the customer, Murthy will be based out of the company's office in Bangkok, Thailand.

Before joining NOVUS, Murthy held regional leadership roles at dsm-firmenich in its Animal Nutrition & Health business unit, and Eli Lilly & Company in the Elanco Animal Health division. He also served as CEO of the feed business for Godrej Agrovet Ltd., an Indian livestock and agribusiness company.

NOVUS is the intelligent nutrition company providing solutions for the global animal agriculture industry. The company's portfolio includes bis-chelated organic trace minerals, enzymes, eubiotics and methionine solutions along with a network of experts worldwide to provide guidance on management best practices.