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Feedworks USA expands into Latin America, adding Dr. Johnny Lopez as business manager

CINCINNATI, Ohio (August 1, 2024) — Feedworks USA, Ltd., is excited to announce Johnny Lopez, Ph.D., as Business Manager – LATAM. Dr. Lopez brings extensive experience in animal nutrition, research and product development, life sciences, sales management, and strategic business planning to the Feedworks team.

In this new role, Dr. Lopez will be based in Mexico and lead efforts to expand commercialization of Feedworks products throughout Latin America, providing nutrition education and helping customers successfully make use of the company’s services and product portfolio.

“With his extensive Latin America network and multi-species technical expertise, Johnny will be a great asset to our customers, suppliers, and our internal team,” says Michael Parsley, partner at Feedworks USA.

Dr. Lopez brings more than 20 years of experience in leadership roles throughout Latin America, where he has created product access for new markets. He has extensive LATAM network contacts throughout the swine, poultry, aqua, dairy, beef and pet food industries. Dr. Lopez’ understanding of markets and customer needs comes from his responsibilities for companies such as Chr. Hansen and roles at ADM Animal Health, divisional technical manager; DPI Global, VP LATAM; LATAM – EW Nutrition, general manager; Global Petfood Business Development – Lonza; and most recently at Berg+Schmidt, business development US/LATAM.

Dr. Lopez is eager to apply his knowledge and skillset to help Feedworks create awareness of and interest in its science-based product solutions. “Feedworks represents only

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science-based, research-proven products that deliver actual value to the customer,” he says. “Not only am I confident in what I’m bringing to customers, but I also know there’s a strong and complete team behind me to provide whatever product support a customer might need to maximize performance and succeed during challenging times.”

Dr. Lopez earned his Ph.D. in monogastric nutrition from the University of Missouri-Columbia.

Feedworks USA, Ltd., specializes in the marketing and sales of innovative, well-researched products that offer financial benefits to end users. For more information, visit FeedworksUSA.com.

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