

Addison Lab welcomes new chief operating officer



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Addison Biological Laboratory in Fayette named Dr. Erik R. Martinez as its new chief operating officer. He began his role at the company's headquarters in Fayette in early January.

Dr. Martinez has led an extraordinary career in the veterinary pharmaceutical industry, managing companies in Mexico, Brazil, Colombia, Costa Rica, Australia, New Zealand, South Africa, as well as the United States and Canada. He will report to the company's chief executive officer and founder, Bruce Addison.

"We've been looking for a backup in management for me for some time," Addison said. "I've known Dr. Martinez for more than 10 years. He is held in high esteem in the animal health industry. We think he will bring valuable international and management experience to the company."

Dr. Martinez brings with him an extensive resume. He was Country Manager for Vetoquinol Mexico for the last four-and-a-half years. Before returning to Mexico he established a consulting firm in the US. He was President & CEO of Virbac North America for 10 years. Prior to coming to the US, he served as Area Director for Virbac's Pacific Region based in Sydney, Australia. He joined Virbac in 1994 as General Manager of the Mexican operation and was promoted in 1997 to Regional Director for Latin America.

Before that he held various positions with Boehringer Ingelheim and Elanco.

"I am very excited to become an integral part of the ABL team and contribute to prolonging the success story started by Bruce many years ago," said Dr. Martinez.

Dr. Martinez is married to a veterinarian turned visual artist and has two adult sons; an Architect based in New York City and a Cardiology fellow based in Nashville, Tennessee.

"My background as a Veterinarian has always been the foundation to the way I have been involved in the animal health industry," Dr. Martinez said. "By virtue of my unique profile, I have proven throughout my career that I am a clever problem-solver, excellent strategic planner, and a results-oriented leader."

Addison Biological Laboratory was founded by Bruce Addison in Fayette in 1974. Since then it has grown into a worldwide animal health business, shipping products to all 50 states and 28 countries. The reputable MAXI/GUARD® product line is best known for its *M. bovis* (pinkeye) cattle bacterin among bovine veterinarians and Nasal Vac (intranasal respiratory) baby pig vaccine among swine practitioners. Both technologies are recognized as efficacy leaders and privately labeled for large multinational biological manufacturer/marketers.