



## **Datamars appoints Wade King as Vice President, US Livestock Identification Sales**

*Bedano, CH, June 1, 2016* -- Datamars, a leader in delivering high performance identification and tracking solutions, announced today that Wade King has joined the Datamars US team as the Vice President for Livestock Identification Sales.

"We are pleased to add another accomplished leader and industry expert to the Datamars US executive team. Wade's deep experience and commitment to excellence will ensure our continued successful expansion and growth in the Livestock Identification market," said Klaus Ackerstaff, CEO of Datamars, SA.

King comes to Datamars with over 25 years of experience in the animal health industry, serving in sales, sales management, marketing and key account/distribution positions with notable animal health companies including, Lextron, Novartis Animal Health and Elanco. Most recently, he served as the Director of Sales at Agri Laboratories. He also holds a Bachelor of Business Administration/Marketing from Tarleton State University.

In his new role, King will be responsible for all North American Livestock Identification Sales, and will report to Robert Bailey, CEO of Datamars' U.S. Subsidiary.

"Wade brings a wealth of knowledge and sales leadership experience to our Sales team," added Bailey. "This will not only ensure a seamless transition for the team, but also facilitate further sales success for the organization."

"I'm honored to join the Datamars team, and look forward to supporting the Livestock Sales team as we accelerate revenue growth, add new customers and expand our market position," said King, who will be based out of Greensboro, North Carolina, where he resides with his family.

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### **About Datamars:**

Datamars is the global leader for high performance RFID solution for the companion animal, livestock and textile identification markets. Our expertise, track record of technological innovation and profound understanding of customers' needs have earned Datamars a reputation for unsurpassed quality and performance. Datamars employs more than 800 people with offices in Europe, Asia and the Americas. Datamars is a private company, headquartered in Bedano, Switzerland. For more information, please visit [www.datamars.com](http://www.datamars.com).