

## **Zomedica Announces Management Team Additions**

**ANN ARBOR, MI / February 9, 2022** / Zomedica Corp. (NYSE:ZOM) (“Zomedica” or the “Company”), a veterinary health company offering diagnostic and therapeutic products for companion animals, today announced new additions to its management team.

### **Management Team Development**

The Company has recently welcomed new additions to the management team to expand its capabilities to prepare for future growth both organically and through business development activities. Each of the new managers is responsible for activities corporate-wide, to include PulseVet activities.

### **Executive Vice President, Operations**

Tony Blair joined the Company on January 2, 2022, as its Executive Vice President, Operations. Tony holds a Bachelor’s Degree in Business Administration, Management and Operations, and brings 35+ years of experience in manufacturing operations. His career includes executive-level roles at Devicor Medical Products, Neoprobe Corporation, and Enpath Medical. Most recently Tony was Senior Vice President and COO at Cardiox Corporation, an early-stage medical device and technology company.

As EVP of Operations, Tony will apply his operational knowledge and expertise, combined with his success in building start-ups, product development, and strategic partnerships across the entire supply chain, from sourcing to manufacturing to distribution, as well as the planned relocation of the PulseVet organization to a larger facility to prepare for product line growth.

“I’m excited to join the team at Zomedica and I’m optimistic about the future of the company,” said Tony Blair. “My goals are to develop and create the manufacturing and distribution capacity to support the projected growth of our company. I look forward to achieving these goals alongside the talented team members at Zomedica and PulseVet.”

### **Vice President, Human Resources**

Kristin Domanski joined the Company on January 24, 2022, as its Vice President, Human Resources. Kristin holds a Bachelor’s Degree in Leadership Studies and a Master’s Degree in Human Resources Administration and brings 30 years of HR experience to Zomedica. Her career includes HR roles in banking, consulting, life sciences, and healthcare. Most recently she was VP of Human Resources for a skilled nursing organization in Michigan, and before that was Director of HR, North America, for Enzo Life Sciences, with locations in Michigan and New York. Kristin’s breadth of experience across all facets of Human Resources, and success in building HR systems and programs, will be focused on the goal of developing a best-in-class HR experience for Zomedica and all acquired entities.

“I am delighted to be a part of the Zomedica team and excited to work with such a talented, dedicated, and enthusiastic group of people. I look forward to contributing to the growth and success of the company, and positioning Zomedica as an employer of choice,” remarked Ms. Domanski.

### **Vice President, Marketing**

Nicole Westfall joined the Company on February 7, 2022, as its Vice President, Marketing, and is now responsible for marketing corporate-wide. Nicole brings more than 25 years of experience in marketing, sales and communications to the Zomedica team. Her experience covers the gamut of marketing arenas from corporate communications to product management to event planning to media. Ms. Westfall holds a Bachelor’s Degree in Communications from Baylor University and an MBA in International Business from University of Texas, Arlington.

“I couldn’t be more excited to be joining the Zomedica team,” commented Ms. Westfall. “I look forward to building one of the best marketing departments in the business and taking Zomedica to the next level. With fantastic products like TRUFORMA and PulseVet, this is truly an exciting time to join the Zomedica team at this opportune time in its growth trajectory.”

### **Vice President, Technology Innovation**

Mr. Evan Saint-Peter has been promoted to Vice President, Technology Innovation, to lead all aspects of Digital Product Development, MarTech and Information Technology and Services. Evan holds a Bachelor of Science degree in Biology from Northern Michigan University and a Master of Business Administration from Western Michigan University and has been with Zomedica since September of 2018 leading the development of MyZomedica™, a cloud-based data platform that captures data from Zomedica’s diagnostic devices. Prior to joining Zomedica, Evan was part of the Connected Care team within Stryker’s Medical and Surgical Division, where he helped lead delivery of Stryker’s customer-facing IoT and machine learning application called Smart Equipment Management. Previously, Evan held positions of increasing responsibility for operations and enterprise management at MPI Research.

“I am excited to be a part of such a talented and transformational leadership team and am truly looking forward to the opportunity to build upon the Zomedica’s foundation of enabling digital technology platforms to deliver best-in-class experiences for our customers and employees,” commented Mr. St. Peter.

Larry Heaton, Chief Executive Officer of Zomedica, remarked, “With the recent additions, I have tremendous confidence in Zomedica’s leadership team and product offerings. We have laid the foundation for growth through further development of our existing product lines and acquisition of complementary technologies that improve both the diagnostic and therapeutic capabilities of veterinarians in the care of their patients.”

## **About Zomedica**

Based in Ann Arbor, Michigan, Zomedica (NYSE:ZOM) is a veterinary health company offering diagnostic and therapeutic products for companion animals by focusing on the unmet needs of clinical veterinarians. Zomedica's product portfolio of innovative diagnostics and medical devices are designed to improve both patient and practice health. Zomedica's mission is to provide veterinarians the opportunity to increase productivity and grow revenue while better serving the animals in their care. For more information, visit [www.ZOMEDICA.com](http://www.ZOMEDICA.com).

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## **Reader Advisory**

Except for statements of historical fact, this news release contains certain forward-looking statements or forward-looking information (collectively, "forward-looking information" within the meaning of applicable securities law). Forward-looking information is frequently characterized by words such as "plan", "expect", "project", "intend", "believe", "anticipate", "estimate" and other similar words, or statements that certain events or conditions "may" or "will" occur and include statements relating to our expectations regarding future results. Although we believe that the expectations reflected in the forward-looking information are reasonable, there can be no assurance that such expectations will prove to be correct. We cannot guarantee future results, performance or achievements. Consequently, there is no representation that the actual results achieved will be the same, in whole or in part, as those set out in the forward-looking information.

Forward-looking information is based on the opinions and estimates of management at the date the statements are made and are subject to a variety of risks and uncertainties and other factors that could cause actual events or results to differ materially from those anticipated in the forward-looking information. Some of the risks and other factors that could cause the results to differ materially from those expressed in the forward-looking information include, but are not limited to: uncertainty as to whether our strategies and business plans will yield the expected benefits; uncertainty as to the timing and results of development work and verification and validation studies; uncertainty as to the timing and results of commercialization efforts, as well as the cost of commercialization efforts, including the cost to develop an internal sales force and manage our growth; uncertainty as to our ability to

successfully integrate and operate the Pulse Vet business; uncertainty as to our ability to supply equipment and assays in response to customer demand; uncertainty regarding the cost, adequacy and availability of supplies required for our operations; uncertainty as to the likelihood and timing of any required regulatory approvals; the availability and cost of capital; the ability to identify and develop and achieve commercial success for new products and technologies; veterinary acceptance of our products; competition from related products; the level of expenditures necessary to maintain and improve the quality of products and services; changes in technology and changes in laws and regulations; our ability to secure and maintain strategic relationships; performance by our strategic partners of their obligations under our commercial agreements, including product manufacturing obligations; risks pertaining to permits and licensing; intellectual property infringement risks; risks relating to any required clinical trials and regulatory approvals; risks relating to the safety and efficacy of our products; the use of our products; intellectual property protection; risks related to the COVID-19 pandemic and its impact upon our business operations generally, including our ability to develop and commercialize our products; and the other risk factors disclosed in our filings with the SEC and under our profile on SEDAR at [www.sedar.com](http://www.sedar.com). Readers are cautioned that this list of risk factors should not be construed as exhaustive.

The forward-looking information contained in this news release is expressly qualified by this cautionary statement. We undertake no duty to update any of the forward-looking information to conform such information to actual results or to changes in our expectations except as otherwise required by applicable securities legislation. Readers are cautioned not to place undue reliance on forward-looking information.

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