

FOR IMMEDIATE RELEASE

The Doctors Are In

Rehoboth, DE, USA, 30/1/2024 – A wealth of technical expertise and experience will be present in the Innovad booth at IPPE, with our team of professionals ready to discuss real-life production issues and challenges, and to offer potential strategies and solutions.

IPPE offers attendees the opportunity to not only see the latest product offerings, but also to directly engage with industry thought leaders and scientists. Innovad prioritizes the value of these one-on-one exchanges, and will have an exceptional team of technical experts on hand in Atlanta. These scientists represent a broad range of expertise and experience, and will be available in the Innovad booth to discuss the key challenges faced by various production segments, as well as potential solutions and mitigation strategies.

Don Ritter, DVM, ACPV

Dr. Ritter is a well-known and respected resource in the U.S. poultry industry. He is a board-certified poultry veterinarian with 36 years of experience working for Top-10 broiler companies across the country. He is a founder of the One Health Certified animal-raising standard currently operated by the National Institute of Antimicrobial Resistance Research and Education (NIAMRRE) located at Iowa State University. For the past three years he has operated his own consulting company, based in Delaware. In this role he works closely with Innovad, providing technical sales support across their U.S. poultry product line and conducting post-marketing research trials with large broiler producers and university scientists. Dr. Ritter obtained his DVM at the University of Missouri College of Veterinary Medicine and completed a Poultry Medicine Internship at North Carolina State University.



“I am passionate about expanding awareness of Innovad’s high quality and efficacious products across the U.S.,” Dr. Ritter comments. “And I am excited to help the industry recognize and capitalize on the unique value represented by their Myco-Marker™ biomonitoring service.”



Michael Lilburn, PhD

Dr. Lilburn is also a recognized leader in the poultry scientific community. He is a Professor Emeritus at the Ohio State University, having retired in 2019 after 32 years with OSU. His prolific and influential research career focused on poultry intestinal physiology and nutrition. Prior to joining academia, Dr. Lilburn worked as a research nutritionist at a primary broiler breeder company, leaving him with a level of industry insight and appreciation that helped insure his subsequent work brought real value to producers.

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Lilburn's list of professional recognitions is extensive, including being named a Fellow of the Poultry Science Association, the Dr. Charles Beard Award for Research Excellence from USPOULTRY, the AFIA Research Award for Poultry Nutrition, the Nicholas Turkey Research Award, and the Maple Leaf Duck Research Award. He was also an original member of the faculty group that developed the Midwest Poultry Consortium Summer Program in Poultry Science. He earned his BS at St. Lawrence University and his graduate degrees at Penn State, followed by a post-doctoral program at the University of Georgia. Innovad has engaged Dr. Lilburn to help represent their intestinal health products via presentations and technical support relative to product application by customers.

Attila Kovács, DVM, MVSc

Dr. Kovács is Innovad's Global Category Manager for Intestinal Health, where he brings a broad background in science-based feed additive applications. His prior positions with key global additive companies required expertise relative to multiple product categories, and the ability to relate research data to on-farm needs across diverse production scenarios.

Originally from Transylvania, Romania, Dr. Kovács grew up around the feed business. He attended Universitatea de Științe Agricole și Medicină Veterinară din Cluj-Napoca, earning his veterinary degree as well as a masters in animal pathology and human health.

Cathy Bandyk, PhD, PAS

For those with interests in livestock enterprises beyond poultry, Dr. Bandyk will be on hand to share her expertise relative to beef, dairy, and swine production. She is the Technical Development Manager for Innovad, with a background including production, academic, and feed industry roles.

Dr. Bandyk's professional involvement encompasses industry, scientific, and producer organizations. Her participation with the American Feed Industry Association (AFIA) has led to recognition as Member of the Year, as well as a trustee position with the IFEEDER foundation. She has been selected to lead the feed additives session at AFIA's prestigious Feed Industry Institute, and to represent the diversity of the U.S. feed additive industry internationally through Food Export USA. Her involvement with ASAS, ADSA and ARPAS has included chairmanship of multiple committees.

Dr. Bandyk is a three-time graduate of Kansas State University, earning her PhD in ruminant nutrition. Prior to joining Innovad she was ruminant technical manager for another leading additives company, and spent 19 years in the liquid feed industry. Bandyk also owned and operated a business focused on nutrition and management software. She spent nearly 10 years as part of the beef Extension team at Kansas State University, helping develop decision-making tools and the first Kansas Beef Quality Assurance program.

**IPPE attendees are encouraged to take advantage of this wealth of resource in
Innovad's booth [booth A861](#).**

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