

## CORPORATE BIOGRAPHY

### DR. MARK LYONS

GLOBAL VICE PRESIDENT & HEAD OF GREATER CHINA



Dr. Mark Lyons, global vice president and head of Greater China at Alltech, obtained his undergraduate degree in political science and environmental science in 1999 from the University of Chicago. He then completed a master's degree in brewing and distilling in 2001, followed by a Ph.D in the area of solid state fermentation (SSF) with Heriot Watt University, Edinburgh. In 2007, he successfully defended his Ph.D thesis, graduating in June 2008. His Ph.D. thesis was graded 'excellent' and was nominated for a Heriot Watt award.

Since 2011, Dr. Lyons has been concentrating on key international accounts and industry groups, as well as core company initiatives. He relocated to China in early 2012 as part of the company's focus on the Asia-Pacific region, which generates approximately 35 percent of the world's feed tonnage. Living in Beijing and travelling throughout China, Dr. Lyons is focused on the company's "China Now" initiative to deepen its support of the industry through research, education, and strategic initiatives in the world's most populous nation.

Dr. Lyons is fluent in Spanish, Portuguese, French and German and previously served as international projects director, overseeing developments and operations at Alltech's solid state fermentation plant in Serdan, Mexico, and its flagship yeast production facility in São Pedro, Brazil.

Under his leadership as director of North America in 2009-11, Alltech expanded its presence with the opening of new offices and a growing presence in all agricultural sectors.

He has served as a board member of the American Feed Industry Association and is active in many industry groups such as the International Poultry Council, National Turkey Federation, National Chicken Council and the National Pork Producers Council. He is also a committee member of China Toxicology Association. He has published papers and patents in areas ranging from enzyme production to global economic and is interested in assurance of food safety and quality throughout the entire food chain. He was also recently named as one of the top 50 Irish business men and women in the BRIC countries and "40 Under 40" leaders in agriculture by Vance Publishing Corporation.

**Alltech**<sup>®</sup>

Alltech.com



/AlltechNaturally



@Alltech

Proud Sponsor of the

Alltech FEI WORLD EQUESTRIAN GAMES 2014 IN NORMANDY