

12 July 2016

## Omniblend Innovation Appoints Director of Sales & Marketing

### Highlights

- Appointment of Mr Philip Owens as Director of Sales & Marketing
- Mr Owens has over 20 years' of industry experience, including 10 years with pharma multinational Bayer AG.
- Responsible for overall Australian, SE Asian (ASEAN) and Pacific sales & marketing strategy and execution

EVE Investments (ASX:EVE), an ASX-listed technology investment company, is pleased to provide an update on its portfolio company, Omniblend Innovation Pty Ltd, the medical technology company focused on foods for special medical purposes.

### Appointment of Mr Philip Owens

Omniblend Innovation is pleased to appoint Mr Philip Owens (B.Sc., Grad Dip Psych.) to the position of Director of Sales & Marketing. Mr Owens brings over 20 years of operational and strategic leadership experience to Omniblend Innovation.

Mr Owens has launched and incubated businesses around the globe and has a demonstrable track record of creating exceptional business strategies, structures, processes and results, including doubling an established business to more than \$2 billion (AUD) in sales.

With a breadth of operational and strategic business leadership experience, executive education across three continents and degrees in Neurophysiology and Psychology; Mr Owens has the skills, experience and capability to drive Omniblend Innovation's marketing strategy and commercialisation of its core assets.

Mr Owens has worked in a variety of roles in the health industry, notably ten years with Bayer Health Care in various roles. From 2008 to 2010, he was the Global Brand Team Leader based in Germany. During his time in the role he successfully oversaw global P&L targets, including exceeding sales of 1.2 Billion Euros, managed a marketing budget of 300 Million Euros and a research and development budget of 56 Million Euros.

Since 2011 he has run a private consulting company with a large client base across multiple industries. Mr Owens will commence on a part-time basis immediately and shift to a full-time role in September.

**Ends**

### About EVE Investments

EVE Investments is an Australian Securities Exchange Listed Investment Company that invests in technology companies. With a preference for companies that have global scale, EVE is an investment partner that wants to help build ground breaking and enduring technology.

For more information, please visit [www.eveinvestments.com.au](http://www.eveinvestments.com.au) and follow us on Twitter @EVEInvestments

### **About Omniblend Innovation**

Omniblend Innovation is a private Melbourne based company developing evidence-based dietary interventions to improve the lives of people with common chronic diseases such type-2 diabetes and low blood pressure (hypotension).

In 2016 the Company launched its maiden product, Faulding's GlucoControl for use in the dietary management of type 2 diabetes and pre-diabetes.

For more information, please visit [www.obinnovation.com.au](http://www.obinnovation.com.au)

### **For more information:**

Bill Fry  
Executive Director  
+61 8 6465 5500  
[billf@eveinvestments.com.au](mailto:billf@eveinvestments.com.au)

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