

## PRESS RELEASE

---

# Pharmavite Appoints Tony True to New Role of Vice President North American Sales

---

RELEASE DATE: 4/5/2017

April 5, 2017 (Northridge, CA) – Pharmavite LLC, one of the largest U.S. manufacturers of high-quality vitamins, minerals and other dietary supplements announced it has appointed Tony True to vice president of North American sales. In this critical and newly created role, True will oversee all sales functionality in North America, including customer relationships, sales planning and forecasting, customer development and retail execution; as well as, provide increased organizational leverage, capability and talent planning.

The role of vice president of North American sales supports Pharmavite’s strategy for growth and focus on global supplements in alignment with its parent company Otsuka’s priority to accelerate the growth and globalization of its nutraceuticals business.

“Tony brings twenty six years of experience in sales leadership working with both consumer product goods and healthcare companies—a perfect combination for this new role at Pharmavite,” said Tim Toll, chief customer officer and general manager, international at Pharmavite. “Tony has the strategic, tactical and inspirational leadership ability to lead both external and internal stakeholders to success as Pharmavite continues to grow. I have no doubt that Tony’s wealth of knowledge and experience in sales leadership will be an invaluable asset to our company.” In this new role, True will report to Toll.

True comes to Pharmavite from Kellogg’s, where he was responsible for all products within the Western Region of the United States. He has also worked with other leading consumer product goods (CPG) companies including White Waves Food and Pepsi Beverages Company. At Pepsi, where he spent a combined sixteen years, and most recently as vice president of price planning and execution, True led revenue management functions. In his previous role at Pepsi as vice president of sales, grocery and mass channels, True was responsible for all Pepsi-Cola North American beverages for the grocery and mass channels representing approximately \$5 billion in retail sales.

True also has experience working in the healthcare industry at McNeil Consumer Healthcare, a Johnson & Johnson company. At McNeil, True was responsible for the entire analgesics brand portfolio (Tylenol, Motrin, and Children's) for the Company's largest domestic customer.

### **About Pharmavite**

For 45 years, Pharmavite LLC has been a trusted leader in the wellness industry, earning the trust of healthcare professionals, consumers, and retailers by manufacturing high-quality vitamins, minerals and other dietary supplements under its Nature Made® brand. Based in Northridge, California, Pharmavite LLC operates as a subsidiary of Otsuka Pharmaceutical Co., Ltd. For more information, please visit [www.pharmavite.com](http://www.pharmavite.com).