
Media Contacts:

Rochelle Ripp Schnadt
C.O.nxt Senior PR Supervisor
rschnadt@co-nxt.com
262-771-0846

Brian Howard
Parnell VP of Strategic Marketing
brian.howard@parnell.com
913-485-7407

Parnell Adds Three Experts to Leadership Team

OVERLAND PARK, Kan. (May 31, 2023) – Parnell is excited to announce the addition of three new hires to their leadership team. These new team members include Mark Doornink as Vice President of Digital Technology, Brian Howard as Vice President of Strategic Marketing and Orlando Lannes as Finance Director.

“With the addition of these three excellent individuals to the leadership team at Parnell, we have more experience in animal health, technology and finance to help achieve our strategic goals of helping producers and veterinarians achieve success on their terms,” said Pablo Lamberto, President of U.S. Operations.

Mark Doornink is the new Vice President of Digital Technology. Doornink is an industry veteran, most recently leading teams at Vyla, VES-Artex, and Valley Ag Software. In new Doornink’s role, he will lead Parnell’s digital technology team to advance the company’s portfolio of innovative technology solutions for dairy producers and veterinarians, helping them benchmark and work toward success as they define it.



Mark Doornink, Parnell’s new Vice President of Digital Technology.

Brian Howard joins Parnell as the new Vice President of Strategic Marketing. Howard brings significant experience and expertise from his roles at Datamars and Simcro Limited in addition to his previous roles with prominent agriculture advertising and marketing agencies. Howard leads a team to promote and educate dairy producers and

veterinarians about how Parnell’s solutions can empower them to achieve their farm’s reproductive goals by making the most of their data.



Brian Howard, Parnell's new Vice President of Strategic Marketing.

Parnell adds Orlando Lannes as Finance Director. For 20 years, Lannes has worked in finance roles at Merial, Merck and Boehringer Ingelheim in the U.S., France and Brazil. Lannes is responsible for global finances, planning and analysis, sales analysis and insights and management of financial accountants in the U.S. and Australia.



Orlando Lannes, Parnell's new Finance Director.

“We’ve found three outstanding leaders who will help us continue to work hard to make it easier, better and simpler for producers, veterinarians and our partners to do business with Parnell,” said Lamberto. “The investment of adding these three leaders will help us continue to innovate animal health solutions that meet the industry’s most pressing needs.”

About Parnell

Parnell is a fully integrated, veterinary pharmaceutical company focused on developing, manufacturing and commercializing innovative animal health solutions. We currently manufacture and market six products for companion animals and production animals in 10 countries and augment our production animal pharmaceutical products with our proprietary software platform mySYNCH®.

To learn more about Parnell’s solutions for cattle, visit www.parnell.com.

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