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IMMUNOTEC RECOGNIZED IN DIRECT SELLING NEWS APRIL EDITION: A YEAR OF UNPRECEDENTED GROWTH AND SUCCESS

VAUDREUIL-DORION, QC, April 16, 2018 – Immunotec’s 21st year of operation was one of unprecedented growth and success which has been recognized by the direct selling industry in the form of a full-length feature article in the April issue of Direct Selling News. The company’s dynamic new leadership team, headed by CEO and experienced direct selling executive, Mauricio Domenzain, and network marketing professional, Meredith Berkich, President of Immunotec USA, were both interviewed for the article. Also featured are Vice-President of Marketing, Mimi Cohen, and Chief Financial Officer, Patrick Montpetit.

Domenzain’s first focus was establishing a new culture centered around the simple idea of happiness. “I know it can sound a little cheesy, but I truly believe that when people are happy they perform to the best of their ability. I’m trying to share a culture of happiness and celebration, but with results driven by action.” The change in leadership has been inspirational for Immunotec’s field, many of whom have been working the business for anywhere from 10 to 20 years. According to Berkich, “Mauricio’s arrival was a breath of fresh air. All of a sudden it wasn’t just about the science, he brought a profoundly human element to the company that everybody is excited about”.

Immunotec, which came off a record-breaking year in 2016, rose to even greater heights in 2017 with double-digit growth that put the company over the \$100 million USD threshold for the first time, and a 50% increase in the size of its base of independent distributors. Looking ahead, the company is opening a new call centre in Mexico and committing major resources to expand the U.S. market including construction of a new facility in Houston.

Headquartered in Montreal, Canada, with offices in Mexico City and Houston, Immunotec develops, manufactures, markets, and sells research-driven nutritional products through its fast-growing network of independent consultants in Canada, the Dominican Republic, Ireland, Mexico, the United Kingdom, and the United States.

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