



# Media Release

For more information, contact  
Sara Kober  
Trans Ova Genetics  
1.800.999.3586

## FOR IMMEDIATE RELEASE

### Trans Ova Genetics Appoints Dr. Mark Allan as the Director of Marketing and Genomics

Sept. 19, 2011 – Sioux Center, Iowa – Trans Ova Genetics has announced that Dr. Mark Allan has joined the Trans Ova Genetics team as the Director of Marketing and Genomics, based out of the company's headquarters in Sioux Center, Iowa.

In this position Allan will continue to develop sales, marketing, and client service aspects of Trans Ova Genetics. Dr. Allan will work to maintain leadership and growth for Trans Ova Genetics in the areas of embryo transfer, in vitro fertilization, sexed semen, and other advanced reproductive technologies in the beef, dairy and rodeo stock industries. He will also help industry stakeholders gain understanding of the potential genetic gain utilizing Trans Ova Genetics assisted reproductive tools coupled with the power of genomic information.

"Mark Allan brings tremendous industry knowledge in both beef and dairy, and in seedstock and commercial applications," says Dr. Dave Faber, president of Trans Ova Genetics. "His industry understanding, coupled with his knowledge of genomics and its application towards genetic gain, will be a great asset to the company."

Before joining Trans Ova Genetics, Allan was the Associate Director of Global Technical Services for Pfizer Animal Health Genetics, where he provided technical support to the Pfizer Animal Health field force and their customers as well as key industry constituents. He was instrumental in the development and launch of Pfizer's Angus HD 50K, a high density DNA tool enabling enhanced genetic improvement in Angus cattle.

Dr. Allan earned his undergraduate animal science degree from the University of Nebraska. Upon graduation and for the next seven years, he established a career in the beef industry, working directly with purebred cow/calf production, first as the herdsman for Adams Brothers and Co., Kilgore, NE, and later as the manager of Sullivan Limousin, Dunlap, IA.

Dr. Allan returned to graduate school at the University of Nebraska, and upon earning his Ph.D. from the University of Nebraska, he served as a Research Geneticist for the United States Department of Agriculture's Agricultural Research Service at the U.S. Meat Animal Research Center (2003-2008) in Clay Center, Neb. In that position, he provided leadership in DNA mapping of production traits in beef cattle, with a large portion of his work focused on feed efficiency and reproductive performance.

Mark and his wife Alise are the proud parents of Kiley and Brady.

For more information regarding the reproductive technologies Trans Ova Genetics has to offer, call 800.999.3586 or visit [www.transova.com](http://www.transova.com).

Founded in 1980, Trans Ova Genetics offers advanced reproductive technologies to help breeders multiply the success of their elite cattle. These technologies include embryo transfer, in vitro fertilization, sex-sorted semen, as well as genetic preservation, and cloning services through Bovance. Trans Ova Genetics also offers several recipient options, including health-certified recipients, Multiplier Herd Program and a Live Calf Program. Headquartered in Sioux Center, Iowa, Trans Ova Genetics has regional centers in Missouri, Maryland and Texas, as well as several satellite stations throughout the United States.

###