



Asha Ramesh gets CEO position at Sabinsa USA



Dr. Muhammed Majeed, founder of Sabinsa, is pleased to announce that he has promoted Ms. Asha Ramesh to the position of CEO for Sabinsa USA. She will also join the company's Board of Directors.

"Asha is well suited to oversee Sabinsa's US division, given her many years of experience with several aspects of the company. She has a keen understanding of the company's principles, vision and mission," Dr. Majeed said. "From her experience on the R&D and manufacturing side with Sami Labs in India, she knows our deep commitment to science, innovation and quality, and from her US sales experience, she understands well how the company best meets the needs of our customers."

Asha has been with the Sami-Sabinsa Group over two decades, most recently as Sabinsa's Vice President of Business Development. She joined the Group 24 years ago as Manager of Purchasing & Special Projects at Sabinsa's parent company, Sami Labs Ltd. in Bangalore, India. She moved to the Sabinsa staff in January 2000, focusing primarily on sales and business development with involvement in a range of departments of the organization.

"Asha has been instrumental in building strong business relationships and growing sales for the company; her qualifications and experience give her an excellent background for leading our US division," said Sabinsa President-worldwide Shaheen Majeed. "We thank outgoing CEO Mr. Jayasankar Nair for his service and are pleased that he will be retained as Senior Advisor to the Group."

"I'm excited about my new role and look forward to continuing to work with customers and the fantastic Sabinsa team to accomplish higher achievements, strategically," Asha said. "It will be my endeavor to remain committed to the Company's mission of providing the highest quality ingredients supported by strong science and excellent customer service to the natural products industry."

Asha has a Bachelor's Degree in Science and an MBA with specialization in Marketing Management from Bangalore University, India.