

## For Immediate Release

Contact: Bonnie Bastian  
513.733.1800  
[Bonnie@FreemanCommunications.biz](mailto:Bonnie@FreemanCommunications.biz)

Daphne Wedig  
513.415.9647  
[Daphnewedig@Bioformix.com](mailto:Daphnewedig@Bioformix.com).

### **Bioformix, Inc. Adds New Senior Vice President of Commercial Development** *Kousay Said to Lead Company's Strategic Business Development Efforts*

Cincinnati (December 2013) – Bioformix, Inc., a manufacturer of energy efficient, high-performance, sustainable polymer platforms, has added a deeply experienced business leader to develop and execute Bioformix commercial strategy.

Kousay Said has joined Bioformix as Senior Vice President, Commercial Development. Kousay is tasked with commercializing strategic opportunities for the company's broad product portfolio. Kousay will also help develop strategic partnerships and alliances for Bioformix.

"Kousay has a wide-ranging background and a wealth of experience in increasing new business and leading growth strategies," says Adam Malofsky, President and CEO of Bioformix, Inc. "His knowledge of the chemical industry and its end-users' trends and drivers is a tremendous asset to us as we commercialize new technology platforms."

Said comes to Bioformix after serving as an independent business advisor to private equity and to companies in the building materials, chemicals, oil and gas, renewable energy, and telecom industries. Previous to that, Said spent more than 18 years at The Dow Chemical Company where he held a series of roles with progressively increasing levels of responsibility within multiple businesses and functions. While at Dow, he served as the Commercial VP for Dow Automotive, Business Development VP for Dow Building Solutions and Managing Director of Dow Solar Solutions.

Said studied mechanical engineering at the University of Baghdad and Wayne State University in Detroit, Mich. He earned a master's degree in business administration from Oakland University in Rochester, Mich. Said also is a graduate of the Executive Development Program and Leadership Institute at The Wharton School of the University of Pennsylvania in Philadelphia.

#### **About Bioformix, Inc.**

Founded in 2009, Bioformix, Inc. was formed to commercialize energy efficient, high-performance, sustainable monomers, resins and polymers. Bioformix intends to transform energy consumption in polymer based manufacturing, decorating and assembly. For more information, visit [www.bioformix.com](http://www.bioformix.com).

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