

FOR IMMEDIATE RELEASE

Innovadex Announces Lori Gery As Its New V.P. Global Marketing and Development.

Lori Gery, former Unilever marketer, will lead branding, marketing and development efforts at Innovadex.

Overland Park, KS – January 15, 2011 – [Innovadex](#), a leader in providing on-line media and information services for the global life sciences, chemical and food industries, today announced that it has named Lori Gery to the position of Vice President, Global Marketing and Development.

In this role, Lori will lead branding, marketing and market development efforts for the firm in all segments including Food and Beverage, Paint & Coatings, Adhesives & Sealants, Graphic Arts & Inks, Lubricant & Metalworking Fluids, Personal Care & Cosmetics and Household, Industrial & Institutional Cleaners.

Innovadex is a search engine that speeds innovation by facilitating the exchange of technical information between raw material suppliers and formulated-product manufacturers. Innovadex's registered members represents over twenty-five thousand manufacturers in the global life sciences, chemical and food industries, who access Innovadex to acquire detailed technical data, find answers for specific formulation questions and order samples of raw materials directly from participating suppliers.

Said Bruce Ianni, founder of Innovadex, "We are fortunate to have Lori on our team. Her extensive product innovation and marketing experience on world class consumer brands will help us take the Innovadex brand to the next level."

Prior to Innovadex, Lori spent over 12 years in brand management at Unilever, where during the course of her career, she led innovation and marketing for the AXE, Suave and Dove hair care brands. Lori holds a Bachelor's of Fine Arts from The University of Michigan and an MBA from The University of Chicago Booth School of Business.

"I am excited about contributing to the growth of Innovadex", said Gery. "Innovadex is really the future of B to B media, and has an amazing portfolio of products that deliver measurable results to its customers. And from the innovators perspective, it's an incredible tool that makes finding that game-changing raw material or ingredient so much easier."

About Innovadex LLC

Innovadex LLC is the market leader in providing specialized search engine services in the chemical and life science industries. [Innovadex.com](#) utilizes a proprietary search engine that enables formulators to locate ingredients and raw materials based on end-use application, physical property criteria and starting point formulation performance criteria. As a result, Innovadex speeds formulators' product development while simultaneously enhancing chemical suppliers' sales efforts by providing unprecedented market reach, service and product interest tracking.

Innovadex now serves [Adhesives & Sealants](#), [Food & Beverage](#), [Graphic Arts & Inks](#), [Household, Institutional and Industrial Cleaners](#), [Lubricant & Metalworking Fluids](#), [Paint & Coatings](#), [Personal Care &](#)

[Cosmetics](#) and [Plastics & Elastomers](#) industries. Membership to Innovadex.com is free to all qualified industry professionals.

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