



FOR RELEASE

## **Hygiena's Mark Carter Named President of the International Association for Food Protection (IAFP)**

***Renowned food safety expert and Senior Global Software Product Manager brings extensive experience to lead IAFP, reinforcing Hygiena's global influence in advancing public health***

**Camarillo, California (October 10, 2024)** – Hygiena® is proud to announce that Mark Carter, our Senior Global Software Product Manager, assumed presidency of the International Association for Food Protection (IAFP) at the conclusion of the IAFP 2024 Annual Meeting. This prestigious role highlights Mark's extensive expertise in food safety and quality management, as well as his commitment to advancing public health on a global scale, reinforcing Hygiena's leadership in the industry.

Mark Carter brings a wealth of experience to both Hygiena and IAFP, as an industry expert. As the CEO of MC Squared Enterprises, Inc. (MC2), he has consistently demonstrated a deep understanding of life science business, food safety and technology development. His consultancy has been instrumental in helping organizations worldwide enhance public health initiatives. Before joining Hygiena, Mark held several influential positions, including Chief Operating Officer of Matrix Sciences and CEO of QCL. His background also includes pivotal roles at Kraft Foods and McKee Foods Corporation, where he focused on microbiology and food safety.

Mark's longstanding involvement with IAFP, dating back to 1993, is a testament to his dedication to the field of food safety. Over the years, he has contributed significantly to the Association through various leadership roles, including serving on multiple committees and co-founding the Sample Prep working group. His commitment to IAFP is further evidenced by his active participation in the organization of technical symposia, poster presentations and his involvement in key Professional Development Groups (PDGs) focused on Applied Laboratory Methods and Food Sanitation and Hygiene.

At Hygiena, we are honored to have leaders like Mark Carter who are not only experts in their field but also passionate about making a global impact on food safety. Mark's appointment as President of IAFP is a reflection of his exceptional leadership and his deep knowledge of food production, which is relevant across every segment and product line at Hygiena.

"Mark Carter's presidency at IAFP is a significant achievement that underscores Hygiena's commitment to excellence and innovation in food safety," said Steven Nason, CEO of Hygiena. "His expertise and vision have always been inspiring, and I have no doubt that under his leadership, the association will continue to thrive and achieve new heights. This is a well-deserved recognition of Mark's hard work and passion for advancing our industry."

As Mark takes on this new role, he remains committed to his work at Hygiena, where he leads the development of our global software product strategies. His leadership at IAFP will undoubtedly bring new insights and strengthen our mission to create innovative diagnostics for a healthier world.



**PRESS RELEASE**

**Hygiena – We create innovative diagnostics for a healthier world**

**About Hygiena**

At Hygiena, our mission is to create innovative diagnostics for a healthier world. We develop, produce and provide best-in-class One Health Diagnostics® solutions from farm to fork to our global customer bases. As one of the few organizations in the world to uniquely focus on food safety throughout the value chain, we maintain the belief that the health of people is closely connected to the health of animals in our shared environment. Our molecular rapid tests and analysis tools for food and beverage safety, veterinary diagnostics and environmental monitoring help prevent illness, save lives and contribute to making the world a safer place. As the global leaders in rapid diagnostic tests, we provide solutions that are reliable, easy to use and accurate, backed by industry-leading customer service and support. With a sizeable global presence, Hygiena is headquartered in Camarillo, California with numerous offices and customer application centers in the Americas, Europe, Africa, Asia and Australia. We also partner with over 180 distributors in more than 100 countries worldwide. Learn more about us at [www.hygiena.com](http://www.hygiena.com).

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