

Provectus Algae appoints Mark Livings to its Advisory Board

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Livings is the Co-founder and CEO of Lyre's Non-Alcoholic Spirits and BrandLink Group



Provectus Algae (Provectus), an Australian biotechnology company specialising in the optimisation of algae to produce high-value compounds for use in a wide array of industries and applications, has appointed Mark Livings, Co-founder and CEO, Lyre's Non-Alcoholic Spirits and BrandLink Group to its Advisory Board. He brings to the role a proven track record of introducing innovative products to market and rapid commercialisation in the food and beverage sector.

"Livings' insights into the food and beverage sector will be key to Provectus' long term growth strategy and our continued expansion in the market," said Nusqe Spanton, CEO and Founder, Provectus. "We're not letting the grass grow under our feet as we look to build our network in the European market and around the world. Living has a unique and qualified perspective having worked extensively in the sector for the last two decades, particularly with the trailblazing success in the non-alcoholic beverage space that will further enhance all aspects of our business development efforts."

"I'm happy to serve as an advisor and share my sector insights, financial learnings and business network with this exciting new company as they navigate the nuances and players in the food and beverage space," said Livings. "Lyre's acts as a proof of concept when it comes to moving very quickly to deliver innovative products to new consumers and for entering nascent and alternative markets with speed and force. The pace at which Provectus is growing and the unique solutions they are bringing to market share several similarities with the rapid product development and go to market strategy Lyre's has experienced."