



OOVA Inc. (www.oova.life) is delighted to announce that senior Consumer Healthcare Global Business executive, Ed Rowland, has joined the company as an Advisor in their Business Strategy team. OOVA, a spin-out from Mount Sinai Hospital, has created an accurate, personalized fertility measurement tool to be used in the privacy of a woman's home. OOVA's proprietary, patent-pending technology combines modern analytics with advanced nano-measurements to measure multiple fertility hormones. This combination pinpoints precise fertility windows and confirms if ovulation occurred, giving women actionable steps, like when exactly to have intercourse. Over time, OOVA becomes smarter and learns the nuances of a woman's reproductive cycle enabling personalized recommendations and ultimately achieving her fertility goals. With one-of-a-kind technology and a simple, intuitive experience, OOVA has the potential to transform at-home testing.

Rowland will assist OOVA in several areas including strategy, go-to-market optimization and potential global alliances and will work directly with the founders.

With over 35 years of experience in large and small companies, Rowland has held Fortune 50 senior roles (P&L responsibilities ranging from \$10M to \$400M +) with McDonald's, Mars Inc., PepsiCo, Kraft and Pfizer Consumer followed by entrepreneurial & consulting success. In 2013, he founded Rowland Global and supports organizations striving to the next level in their global growth efforts with a focus on Consumer Healthcare OTCs, Health & Beauty and the general CPG arena.

As an industry observer, Rowland serves as a regular contributor to several consumer healthcare journals including Chain Drug Review (Contributing Global Editor) and the Nicholas Hall & Co.'s OTC Insight North America. He is also a frequent speaker at major OTC Conferences in the US, Europe and Latin America as well as guest lecturing at Seton Hall Business School, Rutgers Business School and Drew University.