

## Connell Brothers appoints Azita Owlia as Vice President in North Asia

Connell Brothers, a division of Wilbur-Ellis Company, and one of the largest marketers and distributors of specialty chemicals and ingredients in Asia-Pacific, has hired Azita Owlia, the former Senior Vice President at Bayer Material Science, to oversee and expand its business operations in North Asia, including mainland China, Hong Kong, Japan, Korea, and Taiwan.

According to the company, the newly created position of Vice President, North Asia, reflects the growth of Connell Brothers' business during the past decade. North Asia now represents a significant share of the company's overall sales revenue. **Azita Owlia**, who will be based in Hong Kong, will support and strengthen the company's business platform in the region.

"As we continue to grow our business and services for customers and suppliers, North Asia, under Owlia's leadership, will be a key focus area for the company," said **Ted Eliot**, president of Connell Brothers. "Owlia will play a critical role in identifying and promoting new opportunities and will develop a strategic direction for each country and market segment. With her successful track record of building dynamic multinational teams, implementing long-term strategies and developing innovative market solutions, we are confident that she will further advance our market position in the region."

Owlia has a Ph.D. in Chemistry, an MBA, and more than 20 years of industry experience. In her most recent role with Bayer Material Science, she led a polyurethane and thermoplastic urethane business with more than 850 employees and sales of more than USD 1 billion. She has also held various Vice President and management roles during her tenure with the company.

"I am delighted to be a part of Connell Brothers and look forward to working with the accomplished teams and country managers to build on the company's more than 100 years of success," Owlia said. "I believe our combined competencies will further enhance our relationships and presence across North Asia, and will continue to provide Connell Brothers' valued customers and suppliers with high-quality services and technical capabilities."

**Adresse:**  
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