



Patrick Monsivais

Founder and Chief Executive Officer

Business is very personal to Patrick Monsivais. His business, NovaFerrum, was born after Patrick noticed that his infant daughter refused the iron supplement she so desperately needed. The supplement, like most iron supplements for kids, was awful smelling, terrible tasting and caused her severe gastrointestinal distress. So, Patrick's background in the pharmaceutical industry kicked in as he set out to create a better solution for babies and parents. After an enormous amount of work, single-handedly formulating the product, sourcing ingredients, contracting manufacturers, securing funding and navigating the legal and FDA approval process, NovaFerrum was ready for the marketplace.

After beginning his career with a large hospital, giving him in-depth knowledge of healthcare and managed care systems, Patrick moved on to work in the pharmaceutical industry, where he's been for more than 30 years. Through this unique combination of experience, he made the scientific, manufacturing, legal and regulatory connections that would help him eventually start Genvasis pharmaceuticals, the parent company of the NovaFerrum brand of products.

NovaFerrum continues to be a labor of love for Patrick. More than a decade later, he remains a very hands-on CEO, intimately involved with every aspect of the company, interacting with customers, physicians and pharmacists to ensure that NovaFerrum products are effective and the best tolerated iron supplements on the market today. Patrick insists on the highest quality ingredients and was adamant that NovaFerrum become the one and only over-the-counter iron supplement to be proven safe, effective and well-tolerated through a multi-year clinical trial. The company has grown from a prescription-only iron supplement for infants to one of the market's most widely used and well-respected brands now available over the counter and used by both adults and children to improve their overall health and well-being.

As a child of a physician and a nurse, Patrick approaches his business with an earnest desire to help others. As part of this dedication to service, NovaFerrum is not only committed to helping through its product offerings but in giving back to the community. Patrick has established a strong working relationship with Vitamin Angels, serving as an avid personal supporter and corporate donor to this international non-profit organization providing nutritional interventions for mothers and children in areas of need across the globe.

Patrick holds a Bachelor of Science degree in health professions with a double major in hospital and long-term care administration from Southwest Texas State University. He and his wife, Oksana, and their now very healthy and happy 14-year-old daughter, Sophie, live in Greenville, South Carolina.