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Prinova Appoints Brent Laffey, President, North America

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New structure unites distribution and value-added businesses to accelerate growth



Prinova, a wholly owned subsidiary of the NAGASE Group and a leading supplier of ingredients and premixes, has announced the appointment of Brent Laffey as its new President, North America, effective January 1, 2027.

Laffey will lead both Prinova's Distribution and Value-Added businesses in North America. The structure is designed to make it easier for customers to access Prinova's extensive ingredient portfolio, technical expertise, and value-added capabilities, including product development, nutrient premixes, particle technologies, and contract manufacturing.

“Prinova’s performance is strong and we see significant opportunities ahead for our business and our customers,” said Masaya Ikemoto, Chairman and CEO, Prinova Group. “Brent brings a rare combination of commercial leadership, deep knowledge of our industry, and first-hand global experience across both our distribution and value-added businesses. Bringing these businesses together under his leadership will help us unlock more of Prinova's capabilities for our customers, build on our momentum, and accelerate our growth.”

Laffey has a long history with Prinova dating back to 2007. In 2015, he co-founded Armada Nutrition, now part of Prinova, helping grow the business to $250 million in sales. Since rejoining Prinova in 2025, Laffey has led the North America commercial organization, delivering strong results under his leadership and vision.

“I returned to Prinova because I believe in the capabilities of the organization and its people to serve the evolving needs of the food, beverage, and nutrition industry,” said Laffey. “We have exceptional expertise across our business, from our ingredient portfolio and global supply chain to product development and manufacturing. As President of our North America business, my focus will be on bringing those strengths together so we can create even greater value for our customers and respond quickly to the opportunities we see in the market.”

Laffey's appointment comes at a time of strong business performance and as Prinova continues to invest in areas with significant growth potential. This includes the recent purchase of a 170,000+ square-foot production facility in Bloomingdale, Illinois, which strengthens the company's manufacturing and distribution presence in the Midwest.