

## NUTRA BLEND UPDATE

# Nutra Blend introduces Jane Imthurn as Director of Customer Service.

Article Provided By:



At Nutra Blend, providing excellent customer service is key, with its high standards in manufacturing and distributing vitamins, trace minerals and other quality feed additive premixes for the animal agriculture industry.

One key role in the customer satisfaction matrix is newly hired Director of Customer Service, Jane Imthurn.

Beginning a new role in the midst of the COVID-19 pandemic, Imthurn has taken the lead to implement improvement of current customer service practices, when the unforeseeable odds were already stacked against her.

“As I joined the Nutra Blend team during COVID-19, the biggest challenge for me was that I wanted to understand the processes that are driving the business. Jumping into the discussions, asking tough questions to help the cross-functional team build from one another. The challenge of learning in a virtual environment to not only understand the business, systems and daily struggles but to get to know the team,” Imthurn said.

However, working diligently within the organization to strategically align customer service to better serve NB customers has provided Imthurn the opportunity to enhance cross functional relationships.

*“We are utilizing the technology enhancements that will better assist our partners to have information at their fingertips, providing the ultimate customer experience from every angle,” she said*

Prior to joining Nutra Blend, Imthurn spent 16 years as a supply chain manager for North America. Along with those duties, she was successful in managing supply chain initiatives, inventory management and material handling, procurement and the implementation of customer service efficiencies.