



## **Bruce Zhao, Director of Sales JY Care**

Bruce Zhao is Director of Sales at JY Care, with more than 15 years in sales leadership and strategic business development across the dietary-supplement and contract-manufacturing sectors. He leads JY Care's sales organization and global accounts, directing partnerships with retailers, healthcare providers, and private-label customers. His remit includes North American expansion, pipeline performance, and aligning product innovation with market demand.

Before joining JY Care, he delivered high-volume international growth built on regulatory fluency (including GMP) and customer-centric solution design. His leadership focuses on data-driven forecasting, cross-functional execution with operations and regulatory teams, and disciplined entry into adjacent verticals such as medical-grade PPE and natural-health products.

At JY Care, he owns revenue and key-account growth—converting product and compliance advantages into multi-year contracts with retailers, healthcare systems, and private-label partners, with accountability for quota attainment, mix/margin, and forecast accuracy.

At JY Care, he leads commercial performance and key-account growth, translating product and compliance strengths into long-term partnerships across retail, healthcare, and private-label channels.

### **Quick Facts**

- 15+ years leading B2B sales and business development in supplements and contract manufacturing.
- Based in Markham, Ontario, leads North American sales and select global accounts.
- Leads commercial performance and key-account growth; builds long-term partnerships across retail, healthcare, and private-label channels.

**JY Care is committed to Canadian innovation and sustainability—advancing products that protect people and respect the planet.**