



FOR IMMEDIATE RELEASE

Media Contact: Jane Morgan, Brakke Consulting, Inc.

jmorgan@brakkeconsulting.com

972.243.4033

Terry Fritz Joins Brakke Consulting

DALLAS, December 6, 2016 — Terry Fritz has joined Brakke Consulting, Inc. as a senior consultant with broad and deep experience in sales organization, sales management and training and new product marketing. In addition to these areas, Terry will focus on expanding Brakke’s recruiting business into sales and mid-tier marketing and executive positions. He will also bring additional market research capability to the firm by conducting focus groups.

Most recently, he was an advertising executive and animal health marketing specialist with Trone Brand Energy. In addition to his work with Trone, Mr. Fritz has more than thirty years of executive-level experience in sales and marketing at Velcera, Inc., IDEXX Laboratories, and Pfizer Animal Health.

“We are pleased to have Terry join the Brakke team,” said Ronald Brakke, president and CEO of Brakke Consulting, a leading management consulting firm serving companies in animal health and nutrition, pet care and veterinary services. “Terry’s extensive experience in sales and marketing and his understanding of the industry will be a valuable asset in serving our clients’ business needs.”

Mr. Fritz received his B.S.B.A. degree in Marketing from Ohio State University in 1983. He also has completed additional courses of study at the Columbia School of Marketing and Kellogg Business School.

About Brakke Consulting

For 30 years, Brakke Consulting has offered comprehensive solutions for the animal health industry, including market research, new business development, product evaluation, distribution strategies, and transaction assistance. The company is known for its multi-client market studies, providing strategic and timely information for the industry, and its customized recruiting services. For more information, contact Jane Morgan, jmorgan@brakkeconsulting.com, (972) 243-4033.

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