



FOR IMMEDIATE RELEASE

Media Contact: Jane Morgan, Brakke Consulting, Inc.

jmorgan@brakkeconsulting.com

972.243.4033

Animal Health Industry Leader Joins Brakke Consulting

DALLAS, March 13, 2017 — Robert (Bob) W. Jones, Ph.D. joined Brakke Consulting as a senior consultant effective March 1, 2017. He has had a distinguished thirty-year career in the global animal health industry working not only with Novartis, but with Pharmacia, Alpharma, Roche Vitamins and American Cyanamid. Most recently, Bob was General Manager of the North American Region for Novartis Animal Health in Greensboro, North Carolina.

Dr. Jones is experienced in leading commercial organizations in the US and in international markets, particularly in emerging markets, which he has done for several companies. He's knowledgeable in both the companion animal and food animal segments and is skilled in integrating mergers and acquisitions. He has led several major initiatives to expand and improve sales force effectiveness. Bob is a skilled communicator and has a broad base of experience in R&D, sales, marketing, and business development and licensing.

"Bob will focus on general and strategic consulting, helping clients assess their sales forces and improve their competitiveness through people as well as their products," said Ron Brakke, President of Brakke Consulting. "I'm excited to have Bob join our team of professional consultants."

Dr. Jones earned a BS in Animal Science from Texas A&M University, a MSc in Animal Nutrition from the University of Aberdeen in Scotland under a Rotary Fellowship, then completed his Ph.D. in Animal Science at the University of Illinois. Bob will be based in Greensboro, NC.

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.

###