BRAKKE CONSULTING, INC.
THE EXPERTS IN ANIMAL HEALTH

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Animal Health Marketing Professional Joins Brakke Consulting

DALLAS, July 19, 2017 — Darrell Klug joined Brakke Consulting as a senior consultant effective July 17, 2017. He is an experienced marketing professional with over 25 years of business to business and consumer marketing experience, including 16 years of demonstrated success in animal health across various categories and geographies. His most recent position was Vice President, Companion Animal Business (CAB) Marketing with Novartis Animal Health in Greensboro, North Carolina.

After Novartis Animal Health was acquired by Elanco, Mr. Klug established his own consulting company, Darrell Klug Consulting, specializing in all aspects of marketing strategy, including portfolio strategy, launch preparation and execution, and branding/positioning strategy.

Prior to working at Novartis, Darrell also held marketing and management positions at International Paper in Memphis, Tn., Polaroid Corporation in Cambridge, Ma., and Brown & Williamson Tobacco Corporation in Louisville, Kentucky.

"Darrell will focus on bringing value to clients who need strategic direction with regards to portfolio strategy, brand building, go to market strategy, and vet and consumer insights," said Ron Brakke, President of Brakke Consulting.

Mr. Klug earned a BA in Marketing from Christopher Newport University, and an MBA from The Mason School of Business at The College of William and Mary. Darrell resides in Greensboro, NC.

About Brakke Consulting

For more than 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.

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