



806 Green Valley Road Suite 200
Greensboro, NC 27408
Phone: 336.396.3916
info@brakkeconsulting.com

Press Release

Richard Hayworth to Join Brakke Consulting Team

GREENSBORO, NC, March 31, 2023 – Brakke Consulting is pleased to announce Richard Hayworth has joined the Brakke Consulting team as a Senior Consultant.

Prior to joining the Brakke Consulting team, Rich worked as a successful independent sales consultant for the past four years. Before that, he held various companion animal sales roles including national account management experience for Novartis, Virbac, and KindredBio, where his experience spanned work with independent veterinarians and distributors to key accounts and corporate clinics. Rich has stayed on the leading edge of sales trends and specializes in “selling to and pulling through” evolving animal health channels like online retailers, big box retailers, specialty pet stores and international export channels.

In a statement from Brakke Consulting President Dr. Robert Jones says, “Rich brings a set of skills and experiences that are very relevant to today’s animal health and nutrition companies as they compete in an increasingly complex marketplace. Our clients will benefit from knowledge that Rich has gained over the years in this industry, and we are pleased to have him on our team.”

In a statement, Mr. Hayworth said “I’m excited to join Brakke Consulting and appreciate the opportunity to work with this talented team. For decades, Brakke Consulting studies have provided incredibly valuable business insights and information for the animal health industry. I remember reading the first Sales Force Effectiveness Study and how much it benefited our sales planning and strategies. With this added-value approach in mind, my goal is to deliver equally helpful information for our clients in today’s consumer-driven market.”

Mr. Hayworth graduated from the University of North Carolina at Greensboro with BA in English Literature and Minor in Communications. For the past 15 years he was based in Dallas, and recently relocated back to his hometown of Greensboro.

About Brakke Consulting

Established in 1986 by founder Ron Brakke, Brakke Consulting is the premier consulting firm serving the animal health, nutrition, and veterinary industries. Led by President Robert Jones, the firm is made up of a team of seasoned professionals with strong credentials in management, finance, sales, distribution, marketing, brand development, communications, market research and veterinary practice management. Brakke Consulting serves the CEOs managers, stockholders, and investors of nearly every leading pharmaceutical, vaccine and pet food company, as well as many ingredient suppliers and service providers serving these unique industries.