

**Donald J. Doss, D.V.M.**  
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## **PROFESSIONAL EXPERIENCE:**

**Pfizer Animal Health**  
New York, New York

2008-2009

### **Specialty Hospital Liaison (West)**

The Specialty Hospital Liaison's primary role is to create value in the eyes of the customer for the mutual benefit of the specialty hospital and Pfizer Animal Health. The Liaison brings a high level of experience and medical knowledge plus the ability to utilize other core capabilities around business needs analysis; problem solving, and delivering solutions with all aspects of the veterinary practice (e.g., financial, human resources, marketing, customer service).

Responsible for two veterinary colleges and ten major referral practices in Colorado, Arizona and Washington:

- Launched two unique drugs to veterinary specialists in an 18-month period
  - Convenia<sup>®</sup> – an injectable cephalosporin providing two weeks of therapy from a single injection
  - Palladia<sup>™</sup> – the first FDA approved canine cancer therapy for mast cell tumors
- Educational presentations for veterinary students
- Hiring and training six Pfizer Student Representatives at two universities
- Clinical communication training for specialists (*Frank<sup>™</sup> Veterinary Communication Program*) delivered as three two-hour sessions
- Implementation of business plans for referral practices and veterinary colleges based on needs analysis

**Merial, Ltd.**  
Duluth, Georgia

2002-2008

### **Veterinary Services Manager (Midwest)**

Veterinary Technical Support for the Midwest

- Technical training and sales support for twelve Merial territory sales managers and regional distributors
  - Training results – Midwest District:
    - Second highest district market share in the U.S. for FRONTLINE<sup>®</sup> (72 share)
    - Second highest district market share in the U.S. for HEARTGARD<sup>®</sup> (65 share)
    - Largest dollar sales for U.S. districts for Previcox<sup>®</sup> during initial launch in 2005
    - District of the Year – 2004

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- Conducted technical seminars for veterinary practices and veterinary associations
- Created technical bulletins in response to marketing needs
- Served as technical resource for Merial exhibit booth at veterinary conferences
- Enhanced usage/dispensing of Merial products at veterinary colleges

**Ralston Purina Company**

1987-2002

St. Louis, Missouri

**Manager**

**Global Veterinary Technical Support**

1996-2002

Created and implemented a strategic plan for the international expansion of Ralston Purina Company in the veterinary segment through the international launch of CNM Clinical Nutrition Management<sup>®</sup> brand veterinary diets (which later became Purina Veterinary Diets<sup>®</sup>). Provided veterinary technical support for Latin America, Europe, and Asia with additional logistical support for the United States.

- Established goals and objectives for new position of Manager, Global Veterinary Technical Support
- Developed and produced technical training and marketing materials for international launch of CNM
- Created the Ralston Purina International Speakers Bureau (university faculty and/or clinicians willing to speak on subjects to enhance the sale of CNM products)
- Conducted clinical nutrition and CNM product training for international marketing group, sales force, and distributors
- Handled international and U.S. inquiries/complaints on CNM products
- Lectured on clinical nutrition and CNM products to veterinary professional organizations and veterinary schools
- Produced communications and publications that supported marketing and sales initiatives (international and U.S.):
  - Production of *Purina Research Report*, a research-oriented newsletter for veterinarians published four times per year
  - Script review and approval for *Animal Instincts*, a nationally distributed daily, one-minute radio program about companion animals
  - Developed and maintained a database for technical comparisons of Ralston Purina products and competitive products
- Responsible for all details involving Ralston Purina exhibits at major U.S. veterinary conventions including space procurement, marketing message, exhibit graphics, print materials, and staffing

**Regional Sales Manager**

**Ralston Purina Veterinary Sales**

1988-1996

Veterinary sales and professional relations involving a sales force of nine Veterinary Sales Representatives

- Managed regional sales team including recruiting, interviewing, hiring, training, and conducting performance reviews for Sales Representatives

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- Developed annual regional budget for Regional Sales Manager and nine Veterinary Sales Representatives
- Coordinated sales of super premium (Pro Plan<sup>®</sup>) and therapeutic (CNM Clinical Nutrition Management<sup>®</sup>) veterinary diets in twenty states in the Midwest and Northeast
- Provided sales and technical training for the sales forces and telemarketers of four veterinary distributors at sixteen distribution centers including three corporate headquarters
- Acted as key contact for CNM product line for four veterinary colleges

**Veterinary Sales Manager  
Ralston Purina Veterinary Sales**

1987-1988

- Implemented professional relations programs involving veterinarians in Minneapolis/St. Paul, Minnesota; Chicago, Illinois; and Northwest Indiana markets
- Coordinated introduction and sale of a super premium diet (Pro Plan<sup>®</sup>) in a territory involving two distributors

**OTHER EXPERIENCE:**

**Highland Animal Hospital**

Highland, Indiana

**Ridge Animal Clinic**

Lansing, Illinois

**Staff Veterinarian**

- Provided small animal medical, surgical and emergency services in a multi-doctor practice
- Primary emphasis on quality care and client education
- Managed Calumet Emergency Veterinary Clinic in Hammond, Indiana as treasurer 1986-1987

**EDUCATION:**

Purdue University  
West Lafayette, Indiana

Doctor of Veterinary Medicine  
B.S. Agriculture/Animal Science

**ADDITIONAL TRAINING:**

High Impact Presentations  
Dale Carnegie Training

Excellence In Speaking Institute  
Excellence In Speaking Institute – Advanced  
Best Presentation Award Recipient  
Ty Boyd Executive Learning Systems

**COMPUTER SKILLS:**

Windows 95/98/2000/XP Professional  
Microsoft Office (Outlook, Word, Excel, PowerPoint)  
Lotus 1-2-3, Lotus Notes

**LANGUAGE SKILLS:**

Conversational Spanish

**REFERENCES:**

Available upon request