



# MICHAEL ANDERSON

## VETERINARY SALES MANAGER

### CONTACT

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-  San Francisco, CA

### SKILLS

- sales management
- veterinary pharmaceuticals
- market analysis
- client education
- strategic marketing
- relationship building

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

**BACHELOR OF SCIENCE IN ANIMAL SCIENCE, UNIVERSITY OF ANIMAL STUDIES, 2014**

### ACHIEVEMENTS

- Ranked in the top 5% of sales managers nationally for three consecutive years.
- Developed a customer loyalty program that increased repeat business by 40%.
- Received 'Top Sales Performer' award in 2021.

### PROFILE

Dynamic Animal Health Specialist with a robust background in pharmaceutical sales and marketing within the veterinary sector. Over 8 years of experience in promoting animal health products and services, driving sales growth through strategic partnerships and client education. Expertise in market analysis, customer relationship management, and developing targeted marketing campaigns that resonate with veterinary professionals.

### EXPERIENCE

#### VETERINARY SALES MANAGER

##### PetMed Pharmaceuticals

*2016 - Present*

- Led sales team to achieve a 25% increase in annual revenue.
- Established partnerships with over 200 veterinary clinics.
- Conducted market research to identify emerging trends in animal pharmaceuticals.
- Designed and executed marketing strategies to promote new product launches.
- Provided training to sales representatives on product knowledge and sales techniques.
- Analyzed sales data to refine sales tactics and improve customer engagement.

#### VETERINARY PRODUCT SPECIALIST

##### Animal Health Innovations

*2014 - 2016*

- Promoted a comprehensive range of veterinary products to clinics and hospitals.
- Conducted educational seminars to inform clients about product benefits.
- Collaborated with marketing teams to develop promotional materials.
- Monitored competitor activities and adjusted strategies accordingly.
- Managed a territory that included over 150 veterinary practices.
- Achieved 120% of sales targets consistently over three years.