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Verdugo Joins Animalytix LLC as Senior Business Advisor

Animalytix LLC is pleased to announce the addition of Bob Verdugo, as a senior business advisor to its commercial team.

“Bob brings both a depth and diversity of marketing experience to the Animalytix organization” said Chris Ragland, CEO of Animalytix. “A key request from our clients over the past two years has been to assist them with improving their utilization of the market insight provided in our monthly reporting services. Bob’s direct management of iconic brands such as Oreo® cookies, Ivomec®, Heartgard® and Draxxin® make him uniquely qualified to help our clients fully exploit their Animalytix investments.”

Verdugo began his marketing career as an advertising executive in New York where he managed the US Air Force recruiting services and several major consumer product businesses including leading consumer brands such as Ritz® Crackers and Brut® toiletries by Faberge. He then transitioned into the Life Sciences arena, where he gained extensive experience in livestock, companion animal and human health businesses in the US and internationally leading marketing and commercial operations as Senior and Executive roles at Merck & Co. and Merial. Serving as an executive for the startup Topaz Pharmaceuticals, he led the company’s operations and commercial planning, culminating in a FDA drug approval and sale of the company to Sanofi.

More recently, Verdugo served as Group Director of Cattle and Equine Marketing, responsible for strategic planning and marketing oversight at Zoetis.

Verdugo is the principal Consultant and founder of Xtra Marketing Resource LLC, and also serves as Chief Commercial Officer for Reliefband Technologies, LLC, a neurotechnology company developing leading edge personalized medical treatments.

Verdugo received a business degree in marketing from the University of Notre Dame and resides with his family in New Jersey.



About Animalytix LLC

Animalytix, through its partnership with the leading US animal health distribution companies, is unique in its ability to provide actionable commercial insight to manufacturers, investors, lenders and financial analysts with an interest in this dynamic and expanding market. Animalytix currently publishes reports on more than 30 market segments, reflecting sales of pharmaceuticals, vaccines, nutraceuticals and veterinary supplies for use in pets, horses, swine and cattle totaling \$6.5 billion in annual sales revenues. The monthly surveys provide sales trending insights for more than 8,000 products sourced from over 500 manufacturers. For more information, please contact: info@animalytix.net, or visit: www.animalytix.net.