

Sidney F. Gordon

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CORE COMPETENCIES

Leadership and Communication: Creatively generates strategies to accomplish collaborative efforts in an ever-changing agricultural industry. Utilizes highly developed interpersonal communications skills required for relationship building, team building, program growth and consensus building.

Industry Knowledge: Agricultural industry networking extensively utilized; deep levels of hands on experience built over career history with respected animal health manufacturers, distributors, supply chain management, inventory management, regulatory affairs, end-user sales, product utilization education and conservation education.

Income Generating Capacity: Experienced, sales manager/leader involved in agri-business enterprises whose overall sales generated the following results during my tenures: \$1.8M/year 1994-98; \$1M/year 1998-2001; \$3M/year 2003-2010; \$30M/year 2011-2014.

Scholarship Interests:

- Cattle and Equine Production
- Community Development
- Forage Management

CAREER TRACK

MWI Veterinary Supply Inc., Boise, Idaho

2011 - 2015

- **National Accounts Manager, Livestock Division (2014 – 2015)**
- **Regional Sales Manager (2011 – 2014)** for 12 individuals across Texas and New Mexico after acquisition. Responsibilities included;
- Management oversight of daily activities regarding customer service and account management.
- Providing real-time, problem solving and critical thinking skills to resolve logistical or operational challenges that occurred with drug sales across a large, established territory.
- Conducting site visits with large corporate accounts to establish or develop professional relationships and assess drug product utilization or service utilization activities.
- Cultivating new customer development that included state-of-the-art prescription drug control technologies for large, confined animal feeding operations (CAFO).
- Completing yearly diversity training for managers to better serve the needs of a changing sales force and meet equal opportunity employment needs of the company.

- Industry networking with animal health stakeholders, allied agricultural industries and governmental agencies.
- In a service role, worked closely with New Mexico Cattle Growers in the planning and staging of the annual trade show at the Joint Stockman's meeting.

Micro Beef Technologies Ltd., Amarillo, Texas

2010 – 2011

\$200 million peak company sales. A technology-based company specializing in micro-nutrient feed additives and supportive animal health pharmaceuticals for beef and dairy cattle.

Company acquired by MWI in September 2011.

- **Regional Sales Manager.** Manage animal health product sales activities for 12 salesmen across New Mexico and Texas. Responsibilities included;
 - Inventory control over prescription and OTC drugs and dairy sanitation products including collaborative efforts with multiple distribution center personnel and logistic personnel.
 - Maintaining personal knowledge base on regulatory affairs and regulatory compliance requirements regarding the sales of prescription and OTC pharmaceuticals. Provided constant guidance and oversight to sales and distribution personnel in light of changing state and federal laws as they related to wholesale drug distribution, pharmacy labeling and prescription acquisition.
 - Educating sales force on achieving and maintaining compliance with state and federal laws that regulated the sale/distribution of prescription drugs in New Mexico and Texas in the context of company business models.
 - Personnel coaching of new and established sales representatives in order to facilitate territory growth and development.
 - Conducting yearly performance evaluations on all personnel who were responsible to the position. Assisted sales force with identifying professional goals and objectives.
 - Developing annual operating budget for of sales force and conducted budget forecasting.
 - Collecting quantitative data on product sales to drive company purchasing decisions.
 - Utilized collected sales data to make decisions to optimize available inventory and storage needs in order to save the company thousands of dollars annually with effective inventory management principles.
 - In a service role, worked closely with New Mexico Cattle Growers in the planning and staging of the annual trade show at the Joint Stockman's meeting.
 - In a service role, assisted with the horse judging events of the district 4-H contest in Alamogordo, New Mexico.

Professional Veterinary Products, Ltd., Omaha, Nebraska

2003-2010

\$400 million peak company sales. Rapidly accelerated through the ranks of this large, animal health distributor based on proven personnel management skill set, sales-team leadership, strategic planning, and ability to develop new programs. Company filed for bankruptcy in August 2010.

- **Regional Sales Manager**, 2008 to 2010. Developed, mentored, and managed 11 sales representatives across 6 states with the goal of increasing sales to the company's core business customers.
 - Developed and managed a new division for product sales in the Midwest, Northeast and Southwestern United States.
 - Educated and supported sales force in the development of sales territory and efforts to increase and maintain customer base.
 - Assisted sales force in developing personal and professional goals as well as strategies specific to achieving stated goals.
 - Attended and supported dairy team sales trainings to update customers on new regulatory developments in the industry.
 - Engaged in personal development and education on regulatory affairs affecting beef cattle medicine in order to support and direct sales force.
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- **Territory Manager**, 2003-2007. Generated sales through both agency and direct clients; increased account revenue by 300%.
 - Routinely utilized technology for inventory control, generation of sales reports, and achievement of regulatory compliance.
 - Identified new customers to expand sales base and achieve sales goals.
 - Worked directly with beef and dairy producers to develop vaccination protocols to optimize their herd health programs.
 - Worked with pharmaceutical manufactures to provide new product educational programs to producers.
 - In a service role, worked closely with New Mexico Cattle Growers in the planning and staging of the annual trade show at the Joint Stockman's meeting.

Merial Animal Health, Atlanta, Georgia.

2001-2003

- **Sales Representative.** Large Animal Division, Southwest Territory. Responsible for cultivating new equine accounts across the states of New Mexico, Arizona, west Texas and southern Colorado. Activities included;
- Developing and recommending animal health programs to equine and bovine animal owners by providing focused, individual customer support and service.
- Facilitating the sale of prescription and OTC cattle and equine pharmaceuticals to veterinarians and livestock health dealers.
- Developing and delivering producer programs on vaccination protocols and endectocides use in cattle to underserved populations in Gallup, Shiprock and Acoma, New Mexico.
- Developing and delivering programs on the pharmacology of endectocides for beef cattle producers in Fort Sumner, New Mexico.
- Working with industry cooperatives, industry stakeholders and veterinary drug retailers to educate their staff and customer base on the appropriate use of OTC animal health products.

- Attending and participating in Beef Quality Assurance (BQA) training to build a professional skill set in order to effectively educate producers and sales representatives on food safety issues.
- In a service role, worked closely with New Mexico Cattle Growers in the planning and staging of the annual trade show at the Joint Stockman's meeting.
- In a service role, worked as the president of the Allied Industry Committee with New Mexico Cattle Growers.

Lincoln County Farm Center. Chandler, Oklahoma

1998-2001

Operations Manager. Responsible for all business operations of this large, regional retail agri-business center that focused on; animal health products, farm equipment sales and fertilizer sales. On a daily basis, used extension education, animal health background and hands-on experience to interact with producers. Responsibilities included;

- Conducting soil fertility assessments to identify specific needs and then formulated a plan for individual or local community soil management needs.
- Providing consultation on livestock nutrition needs and implications for overall animal health.
- Maximizing forage management principles to; assess fertilizer needs, identify optimal harvest timeframes and over seeding principles.
- Formulating recommendations on; appropriate use of animal health products, vaccination protocols and programs, strategies for optimizing animal health, strategies for optimizing production animal medicine and strategies/products for reducing livestock morbidity and mortality
- In a service role, coached the 4-H youth horse judging team in Lincoln County, Oklahoma.

Hi-Pro Animal Health. Chandler, Oklahoma

1994-1998

- **Sales Representative** in Production Animal Medicine, north central Oklahoma territory. \$1.8 million annual sales. Responsibilities included;
- Providing personalized service to 200+ livestock/production animal medicine customers.
- Assisting and guiding producers in developing vaccination protocols specific for stocker and cow-calf operations.
- Educating beef cattle producers on injection site reaction avoidance and residue avoidance.
- Educating beef cattle producers on proper use and placement of injectable cattle vaccines, antibiotics and supportive medications.
- Participating in new product launches by pharmaceutical manufactures and creating opportunities to share animal health information with a large and diverse customer base.
- Shadowing attending veterinarians to; gain information on the medical management of beef cattle disease states, gain up-to-date information on pharmaceutical use in cattle, enhance personal knowledge base of beef cattle diseases and develop effective communication skills with veterinary professionals.

County Director and County Extension Agent
Oklahoma State University. Lincoln County. Chandler, Oklahoma

1991-1994

Achievements included;

- Implementing hay and forage quality programs with the intent of making positive changes to the harvest practices for ten individual county producers.
- Participating in a Burn School for improving range and forage quality through prescribed fire use on pastures.
- Planning and conducting a prescribed fire for demonstration purposes for two counties in Oklahoma.
- Conducting numerous soils testing in efforts to educate producers on proper soil fertility practices and fertilizer usage with the intent of achieving correct soil amendments that could result in overall money savings for producers.
- Serving on the Lincoln County Agricultural Stabilization and Conservation Service (ASCS) Board of Directors.
- Serving as the secretary of the Lincoln County Cattlemen's Associations.
- Actively managing three county staff employees. Conducted personnel evaluations and mentored/coached young staff members.

4-H Extension Agent

1985-1991

New Mexico State University. Lincoln County. Carrizozo, New Mexico

Received Masters Degree in Agriculture and Extension Education while working full time as the 4-H agent. Achievements included;

- Receiving tenure from New Mexico State University as a result of meeting scholarship expectations.
- Developing a practical judging model for starting new 4-H members in judging activities and developing the communication skill set to deliver oral reasons.
- Mentoring, coaching and developing youth who participated in 4-H livestock, wool, horse, wildlife, crop or soil judging teams.
- Planning, directing, producing and editing a video demonstrating the skills needed to start young horses on groundwork maneuvers for the NMSU video library.
- Participating in numerous agent/specialist tours in New Mexico and surrounding states to increase working knowledge base and skill set in agricultural production practices of the southwest.
- Serving as president of the New Mexico state 4-H agent association. Traveled to the national convention in West Virginia to represent the state.
- Completed 32 credit hours of academic courses as required for completion of Masters degree.

EDUCATION

- M.S. Agriculture and Extension Education, 1989. New Mexico State University, Las Cruces, N.M.
- B.S. Animal Science, 1984. New Mexico State University, Las Cruces, N.M.

HOBBIES

Training young horses, outdoor activities and landscape/pasture management.