

# Kimberly Copeland

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## *Experience*

*July 2004 to  
present*

### *Merck Animal Health*

*Atlanta, GA*

#### *Senior Territory Representative-Companion Animal Business Unit*

- Sell veterinary pharmaceuticals (vaccines, otics, insulin, microchips, paraciticides and other products) to veterinary clinics, veterinary hospitals, animal shelters, veterinary specialty clinics and government organizations
- Sell specific marketing programs and focus products to buying groups such as VCA, VMG and VPI as directed
- Manage a territory consisting of over 400 accounts (136 core accounts) of various sizes and sales potential while generating new business within the same area
- Organize continuing education seminars, meetings and programs for local veterinarians and technicians via tradeshow and independent events
- 2012 Sales versus Quota 103%
- Consistently exceed goals and expectations in the sale of new products within the Merck portfolio (Ranking third nationwide in the launch of Canine Influenza and Mometamax)
- Train distributor partners (Butler, MWI) via the I/SPAH "Ambassador Program" to optimize distributor relations and distributor product knowledge
- Mometamax Champion for 2008
- Feline Biological Champion for 2007

*October 2000 to  
July 2004*

### *Hill's Pet Nutrition*

*Atlanta, GA*

#### *Territory Manager - Veterinary Channel*

- Sold Hill's Science Diet and Prescription Diets to veterinary clinics, veterinary hospitals and veterinary specialists for this wholly-owned subsidiary of Colgate-Palmolive
- Managed a \$2,000,000 territory with over 150 active accounts in the Atlanta area (including North Georgia, West Georgia, Metro Atlanta and Northwest Georgia)
- Drove Territory Growth and ranked 10<sup>th</sup> nationwide (out of 108 sales representatives) in new veterinary product volume at 146% to plan for 2003.
- Implemented programs that utilized corporate funding to increase incremental volume for large growth accounts

- Actively sought and developed new business through relationship building
- Trained in Microsoft Word, Excel and PowerPoint

**May 1996 to  
October 2000**

***Hill's Pet Nutrition***

***Atlanta, GA***

***Sales Representative - National Accounts***

- Sold Hill's Science Diet for cats and dogs in Large Format Retail Accounts (PetSmart, Petco, Pet Supermarket and Pet Supplies Plus)
- Maintained a growing territory that generated approximately 40% of the volume within the Southeast District (Georgia, North Carolina, South Carolina and Tennessee) from 1996-2000
- Net Sales for 1999 107.6% to goal

***Awards & Honors***

2009 Ranked third nationally for the sale of Canine Influenza Vaccine  
2007 Ranked in top 10% for Mometamax sales  
2006 Ranked in top 10% nationally for suture sales  
2006 Schering-Plough Animal Health Quota Club (Bronze)

***Education***

Georgia State University  
College of Business Administration  
Bachelor of Business Administration

***Activities***

Delta Sigma Theta Sorority - Roswell Alumnae Chapter

***References***

Available upon request