

CONFIDENTIAL — For Discussion Purposes Only

CEVA ANIMAL HEALTH

Senior Field Sales Manager & Distributor Ambassador

Hybrid Role Pilot Program Proposal

Presented by: Gwen Wesselhoft

20+ Years Animal Health Industry Experience | Long Island, New York
gwenwesselhoft@gmail.com | (516) 668-9433

Executive Summary

This proposal outlines a hybrid role that pairs full territory sales responsibility with a pilot Distributor Ambassador function built to energize Ceva's distribution channel behind Panoquell-CA1 and deliver measurable ROI.

The Opportunity

Panoquell-CA1 is the first and only conditionally FDA-approved treatment for acute canine pancreatitis a true first-in-class product arriving at a pivotal moment for Ceva.

Distribution partners are a powerful, underused channel for building launch momentum. Ceva currently has a Distributor Accounts position at the national level, Ceva is lacking any consistent and dedicated support at the individual district level. This is a real, addressable opportunity.

This pilot fills that gap. The goal is to equip Ceva sales representatives to effectively engage distributor reps, ensuring they can communicate the value of Panoquell-CA1 confidently, compliantly, and within FDA guidelines, while expanding product awareness and recognition nationwide.

What This Pilot Delivers

- A territory manager who needs minimal ramp-up — 20+ years of established Long Island clinic relationships.
- A Distributor Ambassador who trains, engages, and motivates distributor reps to actively sell Ceva products.
- A headline focus on the Panoquell-CA1 launch, supported by other priority brands.
- District-level meeting and event support, launch programming, and team collaboration.
- A scalable model — proven here, replicable in every region.

The Candidate — Gwen Wesselhoft

With two decades of animal health experience across distribution, field sales, and corporate accounts, Gwen brings depth well beyond a standard territory rep. She is consistently a top-performer while taking on district responsibilities, mentoring peers, and building clinic relationships that most reps never achieve.

Area	Detail
Current Role	Senior Territory Manager, Zoetis (Long Island). Advanced #7 to #3 in 8 weeks; 107.7% Q1 quota.
Sales Performance	Consistently 100%+ quota; ~14% average YoY growth across brands; retained 87.4% of NexGard/Heartgard through heavy competitive entries 2020–2023.
Clinic Relationships	Managed 90–140 clinics on Long Island over two decades; onboarded 24+ new practices at BI.
Distributor Experience	Webster Distribution Ambassador at Merck; prior Webster Veterinary rep with direct distributor sales experience.
Meeting & Event Planning	District Meetings & Events Liaison at BI — 12 district meetings, 7 premier customer events, 34+ speaker programs.
Awards	President's Club (multi-year); Helping Hands (multi-year); National Sales Meeting Presenter; Pinnacle Highest Sales Year; Merial SAR Top Sales Award.
Other	Fear Free Certified. Official Mentor at Zoetis.
Education	BBA, Marketing — Hofstra University, Frank G. Zarb School of Business.

By the Numbers

Snapshot of cumulative career impact. (Confirm final figures / insert image.)

20+ Years in Animal Health	26 Product Launches +	59 New Practices Opened
34+ KOL Speaker Programs	100%+ Quota, Consistently	87.4% Competitive Share Retained

Additional Value-Add Contributions

Offered as part of this role all previously performed alongside full sales responsibilities, and committed to as a standing layer of the position: helping peers in whatever capacity is needed.

Contribution	Description
Product Launch Support	Creative launch programming and unique lunch-and-learn formats; early placement strategy.
Meeting & Event Planning	Full district/regional meeting planning — logistics, agenda, materials, customer events.
Team Mentorship	Senior resource to newer reps — ride-alongs, account strategy, onboarding. Currently Official Mentor at Zoetis.
KOL Programs	Organizing and facilitating KOL speaker programs; developing and managing KOL relationships.
Market Intelligence	Field-level competitive and market intelligence fed back to marketing and commercial teams.
Corporate Accounts	Adaptable to corporate-heavy markets; familiar with group contracts and clinic-level execution.

The Program — Distributor Ambassador Pilot

Where the idea came from

Years ago, as a distributor rep during the launch of Vetmedin, I saw what a true manufacturer–distributor partnership can do. We were pulled into everything — every dinner, every speaker meeting and we ran with it. We were trained, armed with the information, confident, and genuinely excited about something new. I talked about that product on nearly every call because I believed in it and felt like part of the team. Ceva is at a similar pivotal moment now with Panoquell-CA1.

How it is structured

Role	Function
Strategic Account Manager	Existing national distributor role.
Distributor Ambassador (Gwen)	The pilot hub: organizes, equips, and funnels materials and trainings down to the district level.
District Liaisons	One per district (volunteer or nominated); each focuses on 1–2 of the most influential distributors in their district.

Designed to Be Minimal extra work for the Team

I take on the task of organizing appropriate and effective sales aids, incentives and education. I will facilitate funneling the right information down in a timely, accurate way so it is seamless for each district liaison. That filtering and approval work is part of my additional role. As well as showing growth in target products and specifically Panoquell- CA1

Six Focus Areas for the Liaisons

1. Training, promos, and spiffs for distributor sales reps (DSRs).
2. Promoting and growing Ceva’s products in the distribution channel
3. Panoquell-CA1 as the headline product, followed by other focus products.
4. Building distributor relationships and loyalty.
5. Collaborating on joint speaker programs, CE meetings, and continuing education.
6. Funneling field intelligence back to Ceva from the distributor level

One National Sharing Tea

All district liaisons sit on one national team, in addition to their district team. Connecting on a light monthly call to share what is working and what is not on Panoquell-CA1 and other target products. Kept light, fresh, and informative — **cross-pollinating ideas across regions without taking away from regular territory duties.**

Compliance First

Because Panoquell-CA1 is conditionally approved, every program, training, incentive, and material is routed through Ceva’s proper approval channels before reaching the field, and all distributor education stays firmly within FDA and conditional-approval guidelines.

Return on Investment

Through the liaison network, Ceva gains a dedicated distributor partnership presence at the district level nationwide — staffed by existing, volunteer reps — plus a central Ambassador driving the effort. The only incremental cost is the increase in my base salary and any program funds Ceva chooses to allocate. For substantially less than adding Strategic Account Manager headcount, Ceva effectively expands its salesforce, deepens distributor loyalty, and gives the Panoquell-CA1 launch the momentum it deserves.

Compensation

Item	Detail
Requested Base	\$165,000.
Commission	Standard Ceva commission structure applied to territory sales (the main focus of the role).
Benchmark	A Strategic Account Manager for distribution, without territory responsibilities, sits in roughly the \$187K range. This role delivers both full territory sales and the Ambassador function at favorable value to Ceva.
Term	2–3 year pilot, with reporting and results funneled back to upper management throughout.

Pilot Milestones & Review Points

Milestone	Expected Outcomes
30 Days	Full territory re-engagement underway; first distributor relationship meetings completed.
90 Days	Distributor training cadence established; first district-level event planned; early sales data reviewed.
6 Months	Formal review of role components; distributor engagement assessed; refinements discussed with Kelly.
12 Months	Annual review; ROI assessment of the pilot model; discussion of regional expansion.
24–36 Months	End of pilot; mutual discussion of next steps — continuation, expansion, or evolution.

In Closing

This is an unconventional proposal — and that is entirely intentional. Panoquell-CA1 is an extraordinary, first-in-class product arriving at a pivotal moment, and extraordinary launches are won by people willing to do more than the job description requires. I have spent 20+ years building the clinic relationships, distributor partnerships, and team-first habits this role depends on, and I would be genuinely excited to put all of it to work for Ceva and its distribution partners.

If the pilot succeeds, we can keep the team going, adjust it, or revisit the structure. Regardless of how it evolves, I am committed to making peer support a permanent layer of my role.

Ready to discuss. Open to feedback. Committed to making it work.

Gwen Wesselhoft
GWEN WESSELHOFT FULL CAREER ACHIEVMENT AWARDS