

GWEN WESSELHOFT

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Senior Animal Health Sales Leader

Senior animal health leader with 20+ years of experience driving growth across veterinary, corporate, and distribution channels. Proven success in quota attainment, corporate account engagement, product implementation, training, and cross-functional collaboration. Known for building trusted partnerships, identifying growth opportunities, and translating customer needs into actionable business strategies. High level of CE education focus. Active LIVMA member and Fear Free Certified.

AREAS OF EXPERTISE

Market Adaptability | CRM | Practice Management Solutions | Corporate, Shelter and Gen Veterinary | Product Launch & Placement | Sales Strategy & Forecasting | Strategic Targeting- Planning & Selling | Sales Growth | Technical Knowledge & Product Expert | Presentation & Public Speaking | P&L | Staff Education | Customer Retention | Account Expansion | Marketing & Practice Growth | Competitive Market Strategy

CAREER HIGHLIGHTS

SENIOR LEAD TERRITORY MANAGER

February 2026-present

ZOETIS | Long Island

- Advanced in rank from #7 to #3 within 8 weeks and achieving 107.7% Q1 quota attainment.
- Partnered with field and corporate account teams to implement contract-driven business plans and evaluate opportunities using profitability considerations.
- Opened 3 new veterinary practices and deployed 3 CE meetings with technical services and LIVMA
- Selected as an Official Mentor for a new team member transitioning into the Animal Health industry.

LEAD SALES REPRESENTATIVE

2013 – 2026

Boehringer Ingelheim Animal Health | Long Island (2013-2024) & New York City (2025)

Sales Performance & Growth:

- Consistently achieved over 100% of annual quota while driving sales growth across multiple years,
- Retained 87.4% of NexGard/HeartGard business following competitive market entries from 2020–2023.
- Demonstrated deep expertise in animal health market trends, identifying and capturing new business opportunities through strong relationships, and successfully onboarding over 24+ new practices.

Client Relationship Management:

- Built and sustained trusted advisory relationships with practices across Long Island over two decades
- Organized and facilitated over 34 Key Opinion Leader speaker programs, driving clinical engagement.
- Developed comprehensive, practice-wide relationship strategies by engaging all clinic staff, fostering strong working relationships that resulted in high product satisfaction and long-term customer loyalty.

Team & Company Collaboration

- District Meetings and Events Liaison, planning district and customer-facing events, Mentored new hire representatives, consistently shared best practices, insights, and field strategies to support the team.

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LEAD SALES REPRESENTATIVE *(Continued)*

2013 – 2026

Boehringer Ingelheim Animal Health | Long Island (2013-2024) & New York City (2025)

New Territory Development & Turnaround

- Transitioned into a newly realigned NYC territory with a high concentration of corporate accounts, quickly adapting to account contracts and clinic-level execution needs.
- Identified and expanded opportunities through account-specific strategy, field intelligence, and value add programs that strengthened customer retention and growth.
- Collaborated with cross-functional teams to support corporate initiatives, product access, training, and business growth- clinic-level profitability analysis.

Notable Awards, Special Team & Promotions:

- **Presidents Club** multi- year achievement
- **Helping Hands Award** multi-year achievement, peer recognition.
- **District Expert** Home Delivery Special Teams.
- **National Sales Meeting Presenter** selected to share field best practice, Clinic profile sheet.
- **Dispensing NexGard Team** nominated to collaborate on the dispensing team.
- **Peer Recognition Special Teams** developed the Helping Hands and High Five Award.

Corporate Account Success

- Quickly adapted to the robust corporate landscape of NYC territory, 48% Corporate Market Share
- Developed Corporate Account Group Managers Meetings.
- Participated in NVA *Spay It Forward Event*.
- Expert in corporate contracts, initiatives, and sales drivers, 69.9% Corporate account growth

SENIOR TERRITORY MANAGER

2010 – 2013

Merck Animal Health | Long Island, NY

- Achieved 100%+ quota attainment annually.
- Selected for national branding teams for Nobivac Vaccines and Posatex.
- Webster Distribution Ambassador, facilitating communication and training between DSR & sales teams.

SENIOR TERRITORY MANAGER

2006 – 2010

Webster Veterinary (formerly American Veterinary Supply) | Long Island & New York City

- Awarded Pinnacle Highest Sales in History & Merial SAR Top Sales Award
- Merial Distribution Liaison, coordinated training & promotions between DSR & sales teams.