ROBERT E **HOLLAND**

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**Executive Profile**

Director of Outcomes Research who creates strategic alliances with organization leaders to effectively align with and  
support key business initiatives. Manages multiple projects across business units while gaining consensus between  
operations and marketing. Builds and retains high performance teams by hiring, developing and motivating skilled  
professionals. Strong background in animal health in multiple species. Specialty in biologics, immunology and  
anti-infectives.

**Skill Highlights**

Problem solver Builds strong strategic relationships with external  
Project management clinical investigator sites and other partners.  
Leadership/communication skills Works effectively with outside groups, consultants  
Product development and peer professionals.  
Product line expansion History of peer reviewed articles  
Globally networked Budgeting expertise  
Effective Public Speaker Customer-oriented  
Strategic Planning Creative and strategic thinking  
Tactical plan execution  
Statistical analysis and modeling

**Core Accomplishments**

Development of Draxxin Economic Impact Calculator, resulting in a % increase over the following two years of  
deployment in the field  
Author of book titled "Understanding the Older Horse" for Bloodhorse Publications, Royalties on second and  
future printings.  
Collaborated with the Animal Health Trust to implement a revolutionary treatment protocol for strep equi  
Implementation of Preventive PCR testing for Strep.equi and other respiratory diseases- Royalty agreement -  
Heska Corp.

**Professional Experience**

**Director of Outcomes Research Cattle and Equine 01/2011 to Current**  
**Pfizer, Inc. now Zoetis Madison, NJ**  
Developed and managed an extensive research portfolio

design and implementation of observational research studies, health economic evaluations, quality improvement

(adherence) studies, simulation models, or other examples of evaluations of health care technology

Protocol development, study report development, manuscript / scientific presentation development, project and budget  
management

Designs and implements health economics projects from inception to completion. Is

responsible for producing (or using a vendor) to produce Study Concept Documents,

Protocols, Analysis Plans, Final Study Reports and publication  
Review and critique medical and evidence-based outcomes literature. Provide summary information and talking points for  
commercial operations based on expert analysis and interpretation

ability to work effectively with matrix teams

**Associate Director Outcomes Research 01/2009 to 01/2011**  
**Pfizer, Inc**  
Serves as key scientific and economic support for strategic brand initiatives in Cattle Division, Beef Segment.

Scientifically analyzes all available efficacy and economic data to develop impactful economic messaging and  
value messaging for internal and external customers.

Responsible for model development, evidence based analysis, cost benefit analysis, cost effectiveness phase 3  
and 4 research projects and interfacing with Marketing, Sales and Veterinary Operations to deliver effective  
messaging to the field.  
Interfaces with Marketing and Sales and Veterinary Operations team members.  
Interfaces and provides support for New Products Marketing.  
Manages from inception to completion multiple OR projects.  
Successfully implements roll outs of OR programming to the field.  
Development of training materials on Outcomes Research and its value to the company and the field.  
Part of the OR team which develops annual strategy, budget ($2.5 million), operations plans and supervises  
research projects.

**Senior Technical Services Veterinarian 01/2004 to 01/2009**  
**Pfizer, Inc.**  
Serves as a technical resource in equine veterinary matters, particularly infectious diseases.Equine Leadership Team,  
strategic planning, budget management, sales strategy, development of strategies for unit success.Responsible for the  
identification, development and execution of $300,000 in market support research studies, Sales training and customer  
continuing education.

**Technical Services Veterinarian 01/2004 to 01/2009**  
**Pfizer, Inc**  
Serves as a technical resource in equine veterinary matters, particularly infectious diseases. Part of the Equine  
Leadership Team, strategic planning, budget management, sales strategy, development of strategies for unit success.

Managed over $300,000 in research studies

**Senior Technical Services Scientist 01/2001 to Current**  
**Intervet, Inc**  
Serves as a technical resource in equine and small animal veterinary matters, particularly infectious diseases, for a  
company with sales of over 50 million in equine and over 30 million in small animal. Management of over $250,000 in  
research studies.

**Owner/President 01/1999 to Current**  
**Robert E. Holland Jr**  
Private practice of veterinary and scientific medicine with concentrations in respiratory and infectious disease and  
consulting.

Partnered with the Animal Health Trust to bring a new diagnostic and treatment regime for S.equi to the United  
States.  
Developed a new delivery method for treatment of guttural pouches, modified existing technologies to develop a  
PCR test for s.equi

**Consultant 01/1999 to 01/2001**  
**Lake Immunogenics**

**Clinical Research Veterinarian 01/1994 to 01/2000**  
**Gluck Equine Research Center**  
Comprehensive study in Equine diseases including: influenza, equine herpesvirus 1+4, equine infectious anemia (EIA),  
strangles, and endotoxemia.Included development of cell lines in culture and raft cell organ vulture, apoptosis, mucosal  
immunity, clinical challenge experiments

**Veterinarian 01/1994 to 01/1997**  
**Kentucky State Racing Commission Veterinarian Kentucky**  
Responsible for the examination and evaluation of fitness to race of all horses scheduled to run on a given race day,

emergency medical treatment on track, endoscopic examination, enforcement of Commission policies and procedures,  
supervision of drug testing, and participation in the design and execution of various research projects sanctioned by the  
Commission.

**Education**

**Ph.D.**: **Veterinary Science 2000**  
University of Kentucky Lexington, KY

**DVM**: **Veterinary Medicine 1994**  
Mississippi State University Starkville, MS

**Bachelor of Science**: **Animal Science 1989**  
University of Delaware Newark, DE

**Additional Information**

**Honors and Awards** Outstanding Contribution Award, Pfizer Animal Health 2012, Innovation Award, Pfizer  
Animal Health 2011, President's Circle Pfizer Animal Health 2010  
**Licenses and Accreditation** Licensed Veterinarian (NS2761), Commonwealth of Kentucky 5/94 - Present  
**Research Interests:** Maternal Antibody Interference, Musculoskeletal Injuries, Raft Cell Culture Systems,  
Vaccine Development, Epidemiology, Infectious Diseases  
**Community Engagement**: , Community Activities Editorial Board The Horse Magazine Morris Animal  
Foundation Kentucky Horse Park- Chief Veterinarian 1999-2000 Board Member: Lexington Humane Society  
1995-2000 Chair Veterinary Advisory Board Lexington Junior Chamber of Commerce 1993-1997 Chair: PR  
Committee 1994 Vice President: 1995 Chair KVMA Animal Control/Shelter Committee-1997-present Volunteer  
Veterinarian National US Pony Club Festival Volunteer Veterinarian National High School Rodeo Regional  
Rodeo Volunteer Veterinarian BreyerFest AAEP Vaccination Task Force Chair TOBA Racing Action Committee  
Breeders Cup

**Professional Affiliations**

Memberships American Veterinary Medical Association American Association of Equine Practitioners Vaccination  
Guidelines- Taskforce 2000- present Kentucky Association of Equine Practitioners Kentucky Veterinary Medical  
Association Committee Member: KVMA Animal Welfare Commission 1996 Chair: Shelter Committee 1997-1998 Fayette  
County Small Animal Association Alpha Psi Veterinary Fraternity Kentucky Thoroughbred Farm Managers Association