



Antelligence Partners with ATS to Reintroduce Animal Health Industry Training

June 18, 2021 Marietta, GA – Antelligence, LLC an animal health industry business news, insights and educational services company today announced it has partnered with Axxiom Training Solutions (ATS) to release an updated version of the very successful *Foundations VIII Introduction to Animal Health Industry Training Program*. “We’re excited to be a part of bringing back this very successful program which has trained hundreds of animal health professionals over the years,” said Chris Kelly, managing partner of Antelligence. “Over the last ninety days, our collective teams have completely updated the original Fountains VIII content to reflect the changes in the market.” Initially the program will be offered virtually, but a live offering will be available as things continue to open post COVID.

This program is designed for individuals who are relatively new to animal health, typically with a year or less of experience, who will benefit from comprehensive overview the entire industry. The program addresses a wide variety of topics including overviews of the global and US markets; coverage of top manufacturers and distributors; the companion, equine, livestock, dairy, swine and poultry segments; the role of zoonotic disease in human health; statistics defining the industry; detailed overview of the veterinary sector including corporate practices and purchasing groups; definitions and acronyms; the emerging omnichannel market; M&A; the role of private equity and more.

Past programs have included participants from manufacturers, distributors, advertising agencies, industry publications, associations and other animal health or veterinary industry service providers. Attendees come from a variety of positions, including sales, marketing, customer service, finance, IT, media relations and even executive level personnel new to the industry. The program instructors include Terry Sheehan and Chris Ragland, two highly experienced executives with a unique breadth and depth of animal health industry experience.

To learn more about the cost, availability and content, please contact Chris Kelly at chris.kelly@antelligence.com or (770) 335-5445. In the future we will also offer training programs for specific groups or companies who have an interest in multiple people attending.