

# Gregsby Gibbs

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## DATA DRIVEN SALES LEADER

Results-driven sales leader with 15+ years in animal health and veterinary pharmaceuticals, specializing in channel management, key account development, and distributor partnerships. Proven expertise in creating and executing annual business plans, driving marketing initiatives, and achieving sales goals through strategic alignment with large-scale customers. Strong foundation in business and animal health sciences, with a track record of exceeding quotas, fostering executive-to-field relationships, and analyzing U.S. market dynamics to maximize revenue.

### Achievements:

Presidents Club 2023 – CUBEX LLC

Exceeded goals and KPIs for three years as Regional Manager (2014-2016) – Royal Canin

Veterinary District Manager of the Year 2012 (220% to goal) – Royal Canin

Rookie of the Year 2011 (167% to goal) – Royal Canin

Achieved 110% to goal with 99% renewal rate and 20% average contract expansion as Director of Renewals and Expansion

Negotiated contracts with major accounts, resulting in 115% to quota as Director of Corporate Accounts

Led team to achieve 103% to goal in 2016, 117% in 2015, and 105% in 2014 – Royal Canin

## PROFESSIONAL PROFILE

### **CUBEX LLC, Chattanooga, TN**

Aug 2019 – Nov 2025

*Core products: CUBEX Capital equipment with SaaS Based CUBEX Connect software.*

- **Director of Renewals and Expansion 2022-2025**
  - Collaboratively created and executed renewal business plans for assigned groups and key accounts, aligning with internal objectives to achieve 110% to goal and 20% average contract expansion.
  - Analyzed market intelligence to evaluate resource allocation, redirecting efforts to maximize sales/revenue and building relationships from executive to field levels via onsite visits.
  - Meet budgets while maintaining 99% renewal rate.
- **Director of Corporate Accounts 2020-2022**
  - Developed customized marketing and sales initiatives with key channel partners, achieving 115% to quota and negotiating contracts with national accounts (e.g., VEG, Rarebreed, PVCC, UrgentVet, AVG, MVP, SVP, PetFolk).
  - Coordinated business plans with internal management to ensure balanced investments
  - Directed a team to create ROI studies utilizing group data to prove profitability and efficiency.
  - Utilized data to implement new equipment and expend existing solutions.
- **Regional Sales Manager 2019-2020**
  - Achieved 120% to quota by developing species-specific strategies with marketing, covering states east of the Mississippi during COVID
  - Prospected and closed deals for software-integrated solutions, emphasizing ROI through subscription models and ongoing support.

### **ROYAL CANIN VETERINARY DIETS, Chattanooga, TN**

2014 – 2019

#### **Veterinary Regional Manager**

*Core function: Leadership of eight district managers.*

- Led team of eight district managers to achieve 103% to goal in 2016, 117% in 2015, and 105% in 2014 by implementing strategic goals for core products with marketing campaigns.
- Ensured annual strategic alignment with GPOs and key accounts, while monitoring budgets and analyzing market intelligence to drive results.

#### **Veterinary District Manager**

2010 - 2014

*Core products: Prescription Veterinary Diets. Call on doctors, office managers and vet technicians.*

- Achieved 120% to quota by developing species-specific strategies with marketing, covering states east of the Mississippi during COVID
- Prospected and closed deals for software-integrated solutions, emphasizing ROI through subscription models and ongoing support.
- Utilized GPO programs and market insights to aid in overachieving quota.

**SPERRY VAN NESS / ELDER HEALY COMMERCIAL**, Chattanooga, TN 2007 – 2010

**Business Advisor**

*Core products: full serve brokerage firm. Worked with self-storage, mobile home parks, and seniors housing owners.*

**MED CENTER PHARMACY VITAL CARE**, Selma, AL 2004 – 2007

**Sales Representative / Owner**

*Core products: home infusion service – for the home health care industry in greater Dallas County.*

**PROETHIC LABS, Jackson, MS** 2002 – 2003

**Pharmaceutical Sales Representative**

*Core products: Duraphen®, Durahist® (compounds of dexamethorphone, methscopolamine, phenylephrine)*

**ATWATER CONSULTING**, Atlanta, GA 2000 – 2002

**Account Executive**

*Core products: specialty (IT Services). Gained B2B, B2C, and major account management experience.*

### EDUCATION & INTERESTS

AUBURN UNIVERSITY, Auburn, AL 1999

Bachelor of Science, Business Administration – specialized in Management of Information Systems

Mars Leadership 1 (Personal Development Coaching/Managing and Measuring Work) 2017

Mars Leadership 2 (Situational Leadership/Hiring/Crucial Conversations) 2018

Mars Negotiation 2019