

Directors' Report: Our Performance

Introducing the DVP Country Managers

Dechra Veterinary Products currently operates sales, marketing and technical support teams in 14 countries, each led by a manager who has a wealth of knowledge and experience of the animal health market in which they operate. These managers are integral to the growth in sales and profitability of our products in their countries.

United States

Mike Eldred

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web: www.dechra-us.com

Mike Eldred was appointed as President of the US operations in 2004. Details of his previous professional experience can be found on page 43.



UK & Eire

Bob Parmenter

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web (Eire): www.dechra-eu.com

Bob Parmenter was appointed in July 2008 as the Country Manager of the UK and Eire. He has over 42 years' experience in the animal health business, of which 38 years were spent with ICI Animal Health (subsequently Intervet/Schering Plough). Bob joined the board of NOAH in 2002 and was appointed its Chairman from April 2010 to April 2012.



Spain & Portugal

Jesper Graff

BBA, MBA, IESE

email: info.es@dechra.com

web: www.dechra.es

Jesper Graff started work for the Group in 1991 and was appointed the Country Manager of Spain and Portugal in 1998. He has over 16 years' experience in the animal health business. Jesper was previously an officer in the army. He graduated from Copenhagen Business School and obtained an MBA from IESE in Spain.



France

Florence Lasvergères

DVM, MBA

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web: www.dechra.fr

Florence Lasvergères was appointed as the Country Manager of France in June 2007. She graduated as a veterinary surgeon from Alfort Vet School in 1988, and obtained a Masters in marketing from ESSEC-IMD. Florence has over 23 years' experience in the animal health business in various positions including regulatory, sales, marketing and management, successively with SmithKline Beecham, Upjohn and Pharmacia. She is also an active member of the French Office of Animal Health (SIMV) board.





Denmark

Mette Trige MSc

email: info.dk@dechra.com

web: www.dechra.dk

Mette Trige commenced work in 2001 as a sales representative and was appointed Country Manager of Denmark in 2006. She specialised in molecular genetics, nutrition and physiology at the Faculty of Life Sciences at the University of Copenhagen, graduating in 1994.



Norway

Sverre Aasgaard

email: info@dechra.no

web: www.dechra.no

Sverre Aasgaard started work with the Group in 1980 and has worked in various roles; he was appointed as the Country Manager of Norway in 2005. Sverre has over 30 years' experience in the animal health business. In 2006 he was appointed Honourable Member of the Norwegian Veterinary Association, being one of only two non-veterinarians to receive this award.



Finland

Henri Hilden DVM

email: info.fi@dechra.com

web: www.dechra.fi

Henri Hilden was appointed as the Country Manager of Finland in December 2007. He graduated as a veterinary surgeon in Sweden and Finland, in 1984 and 1988 respectively. Henri has over 20 years' experience in the animal health business in management positions for Orion Corporation Animal Health, Intervet Animal Health Finland, Veter Animal Health and Meril Norden A/S.



Sweden

Carina Kjellberg

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web: www.dechra.se

Carina Kjellberg started in 2000 and was appointed the Country Manager of Sweden in 2005. She has over 21 years' experience in the animal health business, 11 of which were working as a veterinary nurse.



Germany

Dr Gerfried Zeller Dr.med.vet

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web: www.albrecht-vet.de **web:** www.dechra-eu.com

Gerfried Zeller is the General Manager of Albrecht GmbH, the German subsidiary of Dechra. He graduated as a veterinary surgeon from Humboldt University of Berlin. Gerfried has more than 21 years' experience in the veterinary pharmaceutical industry, experienced with Hoechst Roussel Vet, Intervet, and since 2006, with Albrecht. Gerfried is member of the board of Bundesverband für Tiergesundheit (BfT), the German branch of IFAH and Chairman of the Friends Association of the Friedrich-Loeffler-Institute (FLI), Federal Research Institute for Animal Health.



Benelux

Kurt van der Heijden

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web: www.dechra.nl **web:** www.eurovet-ah.com

Kurt van der Heijden was appointed as the new Country Manager of Benelux, on the acquisition of *Eurovet*. He has over 20 years of management experience in various industries, of which the last six years have been in the animal health business, starting at Schering-Plough as Sales Manager Benelux and subsequently as Business Unit Manager Companion Animal at Intervet/Schering-Plough (now Merck Animal Health), followed by an international position as Regional Director at *Eurovet*.

