

**J. Kathleen Young, Ph.D.**

**SUMMARY**

Well-organized, creative, results-oriented professional with proven technical, research, sales and marketing ability, along with extensive experience and education in the equine nutrition field. Demonstrated competence in planning, developing and implementing training programs and research projects. Highly effective in motivation, persuasion and mentoring. Diplomatic and tactful at all levels. Skilled in working with clients and employees to assess and determine needs.

Special expertise in:

- Equine Nutrition/Technical Support
- Formulation and New Product Launches
- Product Management
- Marketing and Sales Support
- Verbal and Written Communication
- Customer Relations

**PROFESSIONAL EXPERIENCE**

**SUNRISE EQUINE SERVICES, Lenexa, Kansas**

**2019-Present**

**Consulting Equine Nutritionist**

Delivery of professional equine nutrition consulting services for Kentucky Equine Research. Responsibilities include support development of new formulation/ration balancing platforms, member of Customer Support Team, member of Commercial Research Team, developing and delivering presentations and technical articles for internal and external use.

**PURINA ANIMAL NUTRITION, LLC, Arden Hills, Minnesota**

**2011-Jan 1, 2019**

**Equine Nutritionist/Product Manager (2011-2019)**

Formulation development and management of Purina Horse products. Liaison between Production, Formulation, Quality, Sales and Marketing. Lead commercialization of new products/new product launches. Development of physical and manufacturing standards of Purina Horse products.

- Formulation and packaging development for all new and reformulated Purina Horse feeds and regional private label products. 2018 – Purina Strategy GX, Strategy Healthy Edge, Impact Professional Performance, Amplify Supplement. 2017 – Purina Race Ready GT, Ultium Gastric Care, Outlast Gastric Support Supplement, Impact Professional line, Impact Core line
- Updated processed molasses formulas and use at all Purina Lifestyle plants
- Initiated and assisted with quality projects – Purina Premium Horse Feed cross functional team; lead Horse Feed Evaluations at Purina Animal Nutrition Center and local manufacturing plants
- Website development and support – developed Horse Feed Recommender and Feed Calculator, developed and organized content
- Worked extensively with Marketing on development of brand architecture and positioning of Purina Horse Feeds
- Species Technical Resource for quality and liability complaints
- 2011-2017 – Primary technical resource for Customer Service, phone calls and emails, social media; Speaker at Sales trainings, Veterinary conferences, Dealer trainings, Customer meetings; Veterinary consultations

**SUNRISE EQUINE SERVICES, Lenexa, Kansas****2000-2011****Consulting Equine Nutritionist, Self-employed**

Sales and delivery of professional consulting services to Purina Mills, Inc., Land O'Lakes Purina Feed, Dealers and member cooperatives of LOLPF. Contract employee of LOLPF Horse Business Group; assisted in development of training programs for veterinarians, sales, dealers and customers, worked on various projects including website, development of marketing materials, equine digestion computer animation, creation and maintenance of horse feed formulas and tags, customer service phone calls and emails, CCTV, RFD TV, and Animal Makeover show content and tapings, primary technical support for LOL Horse Feed brands, technical support for Social Media projects.

- Primary nutritionist for formulation and marketing development of Purina Miniature Horse & Pony Feed and Horseman's Edge Senior horse feed, as well as many custom and private label horse products.
- Provide technical support for LOLPF Customer Service department, sales force, dealers and customers.
- Participated in the development and launch of Strategy Healthy Edge, Ultium Growth, and WellSolve Horse Feed products across the US.
- Provide equine nutrition consulting support to veterinarians and veterinary schools in Missouri and Kansas.
- Speaker at Purina Professional Horse Owner Nutrition Conferences, Animal Care Workshops, Veterinary Conferences, Equine Specialist Schools, Specialized Horse Schools, and numerous Horse Owner Workshops and Horse Health Fairs.

**FARMLAND INDUSTRIES, INC., Kansas City, Missouri****1995-2000****Field Consultant, South Region, Farmland Business Consulting Services (1998-2000)**

Sales and delivery of professional business consulting and training services to Farmland member cooperatives as well as Farmland regional groups, business units and business partners. Facilitated training courses for General Managers and Directors, Mid-level Managers and employees. Topics included strategic planning, human resource management, financial management, sales and marketing management, and team effectiveness.

- Increased sales of training services by 44% in fiscal 1999 and 13% in fiscal 2000 over previous respective years through increased communication and relationship building with clients.
- Updated and developed new training material for marketing, sales, strategic planning, financial management and customer service courses and seminars, providing progressive curriculum to stay competitive in the marketplace.
- Facilitated 21 training courses in fiscal 2000 with an overall rating of 5.8 on a scale of 1-6 (6=Excellent).

**Horse Feed Program Manager/Equine Nutritionist, Feed Division (1995-1998)**

Provided training, education and technical support for nationwide sales force, co-op and dealer employees and customers. Formulated branded Farmland horse feed products and custom feeds for member cooperatives. Directed new product development and provided marketing/promotional support to sales force and local co-ops and dealers.

- Grew sales of branded horse feeds 10-15% per year by developing and conducting training programs in marketing, sales, and equine nutrition and health management. Presented programs to company-wide sales force, member co-op employees, customers, and at state and regional equine trade shows and expositions.
- Developed and introduced new Farmland Horse Feed product line, including formulations, packaging, marketing and support material, to address a previously overlooked target market, thus increasing sales of Farmland branded products.
- Repositioned premium horse feed product line to generate increased Farmland brand awareness and equity with new packaging, formulations and promotions.

**Lecturer**, Department of Animal Science (1991-1995)

Instructor for Equestrian Technology, Equine Behavior & Training, and Introductory Equine Care & Use.

- Key member of team responsible for first organized equestrian teams at Texas A&M. Served as Coach and Faculty Supervisor for equestrian teams, that participated in Intercollegiate Horse Show Association (IHSA) competitions. Coached teams to nine individual and team national championships.
- Developed syllabus and lab schedule for each course and supervised 5-8 graduate teaching assistants as Coordinator of course labs.
- Won top honor in Equine Nutrition and Physiology Society competition for written and verbal research presentation, Teaching and Extension Division.

**Teaching Assistant**, Department of Animal Science (1987-1989; 1990-1991)

Instructor for General Animal Science Laboratory, Equine Behavior and Training Laboratory, and Equestrian Technology Laboratory.

**Curriculum Writer**, Instructional Materials Service (1989-1990)

Wrote and developed curriculum for Equine Science course taught in 120 Texas high schools.

**SOUTHWEST MISSOURI STATE UNIVERSITY**, Springfield, Missouri

**1982-1983; 1985-1986**

**Lecturer**, Department of Agriculture

Instructor for Introduction to Horses and Equitation courses.

**EDUCATION**

Ph.D., Equine Nutrition and Exercise Physiology, Texas A&M University, College Station, Texas

Dissertation: Mineral Balance in Resting and Exercising Horses

B.S., Biology, Missouri State University, Springfield, Missouri

Graduated Summa Cum Laude

**PUBLICATIONS - Refereed**

Gordon ME, Jerina ML, **Young JK**, Andrews FM. The effect of a natural-source mineral supplement on gastric ulceration in horses. J Equine Vet Sci 2017: 52: 56-57.

Gordon ME, Jerina ML, Davison KE, Raub RH, **Young JK**. The effects of feed form on consumption time and glucose and insulin response to a concentrate meal in equine. J Equine Vet Sci 2008: 28: 289-293.

Gordon ME, Jerina ML, King SL, Davison KE, **Young JK**, Raub RH. The effects of nonstructural carbohydrate content and feeding rate on glucose and insulin response to meal feeding in equine. J Equine Vet Sci 2007: 27: 489-93

**Hoyt JK**, Potter GD, Greene LW, Vogelsang MM, Anderson JG. Electrolyte balance in exercising horses fed a control and a fat-supplemented diet. J Equine Vet Sci 1995: 32: 141-145.

**Hoyt JK**, Potter GD, Greene LW, Anderson JG. Mineral balance in resting and exercised miniature horses. J Equine Vet Sci 1995: 15: 310-314.

**Hoyt JK**, Potter GD, Greene LW, Anderson JG. Copper balance in miniature horses fed varying amounts of zinc. J Equine Vet Sci 1995: 15: 357-359

## **PUBLICATIONS – Non-Refereed**

Author of articles or provided content for articles published in popular press magazines (Practical Horseman, Quarter Horse Journal, Stable Management, The Horse, Dressage Today, Equus), Regional Newspapers and newsletters, Purina Equine Website.

Co-author of Equine Nutrition chapter in AAEPV's Equine Manual for Veterinary Technicians. Wiley-Blackwell Publications. 2009.