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CONTACT: Linda Willey

Animalytix LLC

410.677.3214

info@animalytix.net

<http://www.animalytix.net/>

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### **Animalytix Senior Technology Advisor Gathagan Speaks at Cosentry Conference**

Animalytix LLC Senior Technology Advisor Brain Gathagan recently addressed over 200 attendees at the 2015 Cosentry Conference in Omaha, NE. This was the eleventh annual IT Symposium sponsored by Cosentry and speakers at the event covered a wide range of strategic and operational IT-related issues for both large and small business environments.

Gathagan's presentation covered the nuances associated with fostering an environment for sustainable growth. In his capacity as the former IT head for a leading multi-national animal health manufacturer and his current role leading the Animalytix infrastructure and development efforts, he offered a unique perspective on the importance of making IT a strategic asset for companies large and small. Gathagan commented, "A company's IT partners are no longer just commodity suppliers condemned to the back office. They are vital parts of your business, just like your strategic advisors and core business processes. In some cases, they are even just that, the core business." Gathagan currently manages the external IT provider relationships with the company's strategic IT partners which include Cosentry, Dataprise, and TierPoint.

#### About Animalytix LLC

Animalytix, through its partnership with the leading US animal health distribution companies, is unique in its ability to provide actionable commercial insight to manufacturers, investors, lenders and financial analysts with an interest in this dynamic and expanding market. Animalytix currently publishes more than 30 monthly market surveys reflecting sales of pharmaceuticals, vaccines, nutraceuticals and veterinary supplies for use in pets, horses, swine and cattle totaling \$6.5 billion in sales revenues on an annual basis. The monthly surveys provide sales trending insights for more than 8,000 products sourced from more than 500 manufacturers. For more information, please contact: [info@animalytix.net](mailto:info@animalytix.net), or visit: [www.animalytix.net](http://www.animalytix.net).