

Dr. Dan Shock

Guelph, ON | dan.shock.dvm@gmail.com | 519-362-1142

Summary

I am a veterinarian and epidemiologist with 17+ years of experience in practice, research, pharmaceuticals, and industry consulting. Proven track record of driving growth, leading cross-functional teams, and delivering science-driven value to the Canadian agricultural sector.

Skills

- **Leadership & Strategy:** Strategic Planning, P&L Management, Team Development
- **Industry Expertise:** Dairy Herd Health, Genomics, Vaccine Strategy, AMU/AMR Policy
- **Technical Skills:** Epidemiologic Modelling, Data Analysis, Scientific Writing

Work History

Business Unit Manager - Ruminants • HIPRA Canada Jan. 2020 – Oct 2025

HIPRA is a multinational animal health company focused on prevention of disease.

- Drove **215% revenue growth over six years (21% CAGR)** by building a trusted brand in Canadian dairy (**Growth to market leader in mastitis vaccines to MAT Q32025**).
- Provided national technical support to full vaccine portfolio.
- Full P&L accountability, including revenue forecasting and budget oversight.
- **Leadership** of a cross-functional team of 4 professionals (sales, technical, marketing) with clear performance targets.

Veterinary Epidemiologist and Consultant • ACER Consulting Oct. 2017 – Dec 2019

Agricultural Communications and Epidemiological Research (ACER) Consulting is a company focused on creating and communicating science in agriculture.

- Client-focused provision of industry-leading consultative services in the areas of scientific research, group facilitation services, education, and program evaluation
- Worked with a variety of board-led industry organizations on a wide range of projects (on time and under-budget), including antimicrobial stewardship (**OVMA/OMAF**), Calf health (**OMAF and Veal Farmers of Ontario**), Biosecurity (**Dairy Farmers of Ontario**), and High-priority animal care issues (**Dairy Farmers of Canada**).

Manager, Veterinary Services - Cattle • Zoetis Canada Feb. 2014 - Sept. 2016

Zoetis is the world's largest producer of medicine and vaccinations for pets and livestock.

- Led the national strategy for Zoetis' portfolio, translating complex ideas into action.
- Drove **Clarifide™** genomics adoption through field support and education.
- Built cross-sector relationships and aligned internal teams to deliver science-backed messaging

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Bovine Veterinarian • Private Practice (Canada & International) 2008-2019
Navan Veterinary Services (2008-2011), Heartland Veterinary Services (2012-2014), Upper Grand Veterinary Services (2016-2019)

- Over a decade of progressive experience leading dairy herd health, reproductive programs, disease prevention, and emergency care.
- Specialized in mastitis control, calf health, and vaccine program optimization.
- Integrated diagnostics, analytics, and client education into routine herd visits.
- Consulted internationally (Vietnam, Russia) on issues of udder health and milk quality for Semex

Industry Service

Food Safety Technical Committee • Dairy Farmers of Canada 2021 – Present

- Leading the evolution of Canada's national on-farm dairy quality assurance program
- Develop a strategy to proactively address antimicrobial use and resistance challenges in the Canadian dairy industry
- Provide expert veterinary advice to industry leaders and DFC board on issues surrounding food safety and animal health

Executive Board Member • Ontario Association of Bovine Practitioners 2015-2021

- Progressed from board member to **Treasurer** (2016–2018), **Vice President** (2019) and **President** (2020), providing strategic leadership and fiscal oversight.
- Enhanced professional development through organization of CE events
- Fostered key relationships with educators, regulators, and industry stakeholders

Cattle Transportation Code of Practice Development • NFACC 2015-2021

- Represented the Canadian Veterinary Medical Association to collaborate with industry experts on the working group to advise NFACC on key considerations for the development of the cattle transportation code of practice
- Focused professional advice on the important animal welfare considerations for long-distance transport of beef cattle

Education

Doctor of Philosophy (PhD) • Epidemiology 2011-2014
University of Guelph, Guelph, ON

Doctor of Veterinary Medicine (DVM) 2004-2008
Ontario Veterinary College, University of Guelph, Guelph, ON

Bachelor of Science (BSc) • Science 1999-2003
University of Waterloo, Waterloo, ON