



ELIZABETH M. REED, BS · LVT · CCRA

Veterinary & Animal Health Commercial Leader

ENTERPRISE SALES · REVENUE GROWTH · STRATEGIC ACCOUNTS · TEAM LEADERSHIP · CAPITAL EQUIPMENT

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EXECUTIVE PROFILE

Veterinary and animal health commercial leader with **20+ years in veterinary healthcare**, including 14+ years in commercial roles spanning enterprise sales, strategic accounts, retention and expansion, and team leadership. Clinical foundation as an LVT, supported by a B.S. in Veterinary Technology and CCRA certification in canine physical therapy. At CUBEX, delivered **\$45.3M in cumulative gross bookings** from 2021 through 2026 YTD, including \$16.3M in 2025. Known for building scalable growth programs, executive business cases, and high-trust partnerships across corporate veterinary organizations.

CAREER IMPACT

\$45.3M cumulative CUBEX gross bookings | **\$16.3M** FY2025 gross bookings (+59% YoY) | **6.8×** full-year booking growth, 2022–2025 | **30+** corporate veterinary logos | **70% → 90%+** renewal-rate lift in one year

PROFESSIONAL EXPERIENCE

CUBEX

AUGUST 2021 – PRESENT

Senior Sales Director

- **Scaled annual gross bookings from \$2.4M in 2022 to \$16.3M in 2025 (6.8×**), with \$45.3M booked cumulatively since 2021 and \$5.6M in 2026 YTD.
- Built CUBEX's customer-retention strategy, **increasing renewal rate from 70% to 90%+ in one year**; created the Renewal & Expansion Playbook and leads the Renewal & Expansion Team.
- Drove **\$14.8M in 2025 renewal, expansion, and upgrade bookings** — approximately 91% of annual gross bookings.
- Manages strategic relationships across **30+ corporate veterinary organizations**, guiding renewal, expansion, and commercial growth strategies.
- Average contract value of approximately \$80K, with single-site contracts ranging from roughly \$30K to \$1M.
- Serves as a trusted business partner to the President on strategy, forecasting, and commercial initiatives; develops executive business cases, ROI analyses, workflow assessments, and contract negotiations.
- Recruits, interviews, onboards, coaches, mentors, and develops sales professionals; recognized for building team capability alongside individual performance.
- Promoted through progressively senior roles at CUBEX and recognized as a President's Club recipient.

Veterinary Territory Manager & Key Account Manager

- Managed a \$3M veterinary territory and consistently grew it above goal year over year; **ranked top 10% nationally and #2 nationally in YoY growth.**
- Managed a portion of the MARS hospital portfolio as a Key Account Manager with **more than \$5M in annual sales.**
- Recognized as a player-coach, mentoring and developing newly hired sales consultants while remaining a top regional performer through multiple territory realignments.
- Created cross-collaboration projects during COVID with other MARS banners, including Antech.
- Created and executed Royal Canin Online CE Sessions for veterinary technicians during COVID (TechTalks).
- Founding developer of the Pet Nutrition Advisor Program (PNAP), a program that remains in use today.
- Nine years selling prescription diets, hosting lunch-and-learns, and speaking at veterinary events; Royal Canin Crown Club / President's Club recipient.

CLINICAL & ACADEMIC FOUNDATION

Multiple Veterinary Hospitals – LVT, 2004 – 2012

- Hands-on clinical practice across general practice, emergency/critical care, hospital management, reproductive medicine, physical therapy, and de novo new builds.

Veterinary Technician Schools – ADJUNCT FACULTY, 2006 – 2010

- Taught at three veterinary technician schools while maintaining an active clinical career.

EDUCATION & CREDENTIALS

St. Petersburg College

Bachelor of Applied Science — Veterinary Technology

Cedar Valley College

Associate of Applied Science — Veterinary Technology

Credentials: **Licensed Veterinary Technician (LVT)** • **CCRA** (Certified Canine Rehabilitation)

COMMERCIAL LEADERSHIP STRENGTHS

Enterprise Sales / Corporate & Key Accounts / Retention & Expansion / Commercial Strategy / Capital Equipment / Team Leadership / Executive Business Cases / ROI & Workflow Analysis / Contract Negotiation / Forecasting & CRM