



TAILORED SUPPORT FOR INDUSTRY VETERINARIANS

- Deep understanding of industry veterinary roles in the US and Canada
- Confidential, personalized coaching
- Clear frameworks and action-oriented results
- Flexible virtual sessions to fit demanding schedules

SERVICES FOR AAIV MEMBERS

Executive Coaching Strategy*

Position yourself for your next big role. Focused sessions help you map your career trajectory, evaluate opportunities, and design a clear action plan for advancement.

Resume and Interview Coaching*

Showcase your expertise and stand out in a competitive market. We help refine your professional presence so you're ready for new opportunities and leadership positions.

Strategy & Planning for Industry Business Units

Facilitation and planning support for veterinary units or divisions, designed to align teams, set actionable goals, and improve workflow.

Training and Workshops for Industry Teams

Engaging talks and interactive sessions on leadership, resilience, and strategy, tailored for industry teams.

*See specially priced packages in your AAIV member area

CLARITY, CONFIDENCE, STRATEGY

The veterinary profession is evolving — and industry veterinarians are at the forefront of innovation, science, and leadership.

MKB Strategic Consulting helps industry veterinarians identify and seize these opportunities with confidence. Whether you're preparing for promotion, leading cross-functional teams, or considering a new role, we provide the strategic coaching and support to help you take the next step and the one after that.

WHAT OUR CLIENTS ARE SAYING

"Melanie's planning, support, and training really enabled to focus in on finding ways to reduce redundancy without overburdening our team with repetitive tasks.

— **Dr. Murray Gillies,**
Director Canadian
Animal Health
Surveillance System

"Melanie is organized, thoughtful, and incredibly effective. She brings clarity, warmth, and action-oriented insight to every interaction."

— **Dr. Renee MacDougall,** Chief
Veterinary Officer,
Bond Vet



DR. MELANIE BARHAM

Founder, Principal Consultant
DVM, MBA, PMP, Certified Coach (Subspecialties of
Conflict Management, Business, Career)

Veterinarian, strategist, and certified coach, Melanie has led multiple national and international organizations in the public and private sector and supported strategic and growth for veterinary businesses globally. She blends veterinary expertise with practical business strategy, helping practice owners achieve clarity, growth, and confidence as leaders.

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