

JORGE LUIS COLÓN, DVM, MBA

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Cornell University College of Veterinary Medicine

Ithaca, NY 14853

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CURRENT POSITION

Department of Clinical Sciences, College of Veterinary Medicine 2020-Present
Associate Professor of Practice in Financial and Organizational Management, Cornell Center for Veterinary Business and Entrepreneurship, Cornell University, Ithaca, NY.

- Core Faculty, College of Veterinary Medicine,
 - Affiliated Faculty, Dyson School of Applied Economics & Management
 - Leader of the strategy for the development and implementation of the veterinary business education program into the DVM curriculum and the creation of the Cornell CVM Certificate in Veterinary Business and Management program
 - Clinical faculty assisting in the delivery of equine clinical skills through foundation courses and 4th year clinical rotations
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EDUCATION

Cornell University College of Agriculture & Life Sciences, Ithaca, New York May 1992
Bachelor of Science in Biology, Concentration in Animal Physiology and Anatomy

Cornell University College of Veterinary Medicine, Ithaca, New York May 1995
Doctor of Veterinary Medicine

Colorado State University College of Business, Fort Collins, Colorado May 2015
Master of Business Administration with a Finance Certificate

eCornell, Cornell University School of Industrial and Labor Relations, Ithaca, New York April 2019
Leadership Essentials Certificate

eCornell, Cornell University Law School, Ithaca, New York November 2022
Business Contracts Certificate

PROFESSIONAL TRAINING AND EXPERIENCE

Rood & Riddle Equine Hospital, Lexington, Kentucky 1995-1997

- Two-year equine surgery, medicine, and anesthesia internship

Equine Medical Associates, Lexington, Kentucky 1997-2004

- Equine ambulatory general practice – Thoroughbred work on farm and racetrack, and pleasure horses

Jorge Luis Colón, DVM, PLLC, Lexington, Kentucky 2004-2020

- Organizational management of finances, accounting, inventory and business operations of a solo equine ambulatory practice concentrating in the areas of reproduction, neonatology, and radiology

Cornell University College of Veterinary Medicine, Ithaca, New York 2020-Present

- Associate Professor of Practice in Financial and Organizational Management

ACADEMIC AND FINANCIAL HONORS, AWARDS, AND ENGAGEMENT

Zalaznick Teaching Assistantship Award	Fall 2021, 2022, 2023
○ \$4,500 total; \$1,500 yearly award to support TA for entrepreneurial teaching	
Phi Zeta National Veterinary Honor Society – Honorary Inductee	Spring 2023
○ In recognition of outstanding contribution to veterinary business education	
Faculty Fellows in Engaged Learning – Engaged Cornell	Academic Year 2021-22
○ \$2,000 award from Cornell Office of Engagement Initiatives - Yearlong fellowship diving into the theory and practice of engaged learning by looking at issues like critical reflection, partnership development, and transformative learning in order to incorporate into teaching the values, skills, and knowledge of community engagement in ways that enhance academic rigor.	
Department of Clinical Sciences Innovative Faculty Teaching Award	Fall 2021
○ \$1,000 award to support faculty activity	

VETERINARY LICENSURE

Kentucky Board of Veterinary Examiners	1995 – Present
University of the State of New York Education Department	2022 – Present
Florida Board of Veterinary Examiners	1995 – 2018

PROFESSIONAL ASSOCIATION MEMBERSHIPS

American Veterinary Medical Association	1995 – Present
Kentucky Veterinary Medical Association	1995 – Present
American Association of Equine Practitioners	1995 – Present
Kentucky Association of Equine Practitioners	1995 – Present
New York State Veterinary Medical Society	2020 – Present

PROFESSIONAL DEVELOPMENT AND TRAINING

Cornell CVM Faculty Development Program	2023 – Present
<ul style="list-style-type: none"> • Understanding College Values, Mission, and Goals: Dean Warnick • Career Advancement through Performance Review, Promotion, and Tenure Processes: Dr. Fubini • Effective Communication in Professional Presentations • Use of Media Relations and CVM's Communication Office to Further Your Research, Clinical, and Outreach Goals • Successfully Navigating College and University Policies and Procedures with Cornell Finances, Budgeting, University Accounting, and Procurement Systems • The Role of Philanthropy In Research and Building lifelong relationships through impactful collaboration In Furthering Faculty Research and Work Output in Supporting Faculty Success and College Missions • Hiring, Supervising, and Promoting Staff Success • Diversity, Equity, and Inclusion • Many Voices One College 	

PEER REVIEWED VETERINARY RESEARCH AND BUSINESS PUBLICATIONS

ORCID ID [0000-0002-4566-5562](#); Scopus ID [36778095900](#)

- Neill CL, Roberts J, **Colón J**, and Zhang P. What are the risks of clinic-backed payment plans? *Submitted to JAVMA for publication, 2023.*
- **Colón, JL.** Marketing yourself as a new grad: ePortfolios, cover letters, and CV/resumé. *AABP Proceedings 2023.*
- **Colón, JL.** Evaluating the finances of a job offer. *AABP Proceedings 2023.*
- Schultz MA, Morrissey JK, Kaplan LK, **Colón JL**, McVety-Leinen DG, and Hinckley-Boltax AL. A scalable and effective course design for teaching competency-based euthanasia communication skills in veterinary curricula. *JVME 2022; 49(4):484-491.* <https://doi.org/10.3138/jvme-2020-0133>.
- **Colón, JL.** [Ambulatory Vehicle Ownership: Employer or Employee?](#) *AAEP Proceedings 2018; 64:488-492.*
- **Colón, JL.** [Going Mobile: Taking Your Practice on the Road.](#) *AAEP Focus on Field Skills for Road Warriors 2018.*
- **Colón, JL.** [The Business of Ambulatory: Inventory, Billing Systems, and Associates.](#) *AAEP Focus on Field Skills for Road Warriors 2018.*
- **Colón, JL.** [Service Marketing.](#) *AAEP Proceedings 2017; 63:296-299.*
- **Colón, JL.** [How Much Can I Pay a New Associate?](#) *AAEP Proceedings 2016; 62:551-558.*
- **Colón, JL.** [How Will a New Hire Affect My Practice's Finances?](#) *AAEP Proceedings 2016; 62:559-562.*
- **Colón, JL.** [How to Analyze and Improve the Accuracy of Veterinary Inventory Demand Forecasting.](#) *AAEP Proceedings 2015; 61:537-541.*
- **Colón, JL.** [How to Mathematically Forecast Veterinary Inventory Demand.](#) *AAEP Proceedings 2015; 61:542-544.*
- **Colón, JL.** [How to Implement a Lean Inventory Management System for a Solo Equine Practitioner.](#) *AAEP Proceedings 2014; 60:377-379.*
- **Colón, JL.** [How to Mathematically Decide if That Distributor Special is Good for Me.](#) *AAEP Proceedings 2014; 60:380-381.*
- **Colón, JL.** [The trans-rectal ultrasonographic appearance of abnormal combined utero-placental thickness \(CUPT\) in late-term gestation and it's incidence during routine survey in a population of Thoroughbred mares \(2005-2008\).](#) *AAEP Proceedings 2008; 54:279-285.*
- **Colón, JL.** Radiographic Techniques for Repository Films on Sales Yearlings. *Clin Tech Equine Pract* 2004; 3:365-373. <https://doi.org/10.1053/j.ctep.2005.02.015>
- Morehead JP, **Colón JL**, and Blanchard TL. Clinical experience with native GnRH therapy to hasten follicular development and first ovulation of the breeding season. *J Equine Vet Sci* 2001; 21(2):54,81-84,88. [https://doi.org/10.1016/S0737-0806\(01\)70090-1](https://doi.org/10.1016/S0737-0806(01)70090-1)
- **Colón JL**, Bramlage LR, Hance SR and Embertson RM. Qualitative and quantitative documentation of the racing performance of 461 Thoroughbred racehorses after arthroscopic removal of dorsoproximal first phalanx osteochondral fractures (1986-1995). *Equine Vet J* 2000; 32(6):475-481. <https://doi.org/10.2746/042516400777584640>
- **Colón JL**, Bramlage LR, Hance SR and Embertson RM. [Racing Performance of Thoroughbred Racehorses After Arthroscopic Removal of Dorsoproximal First Phalanx Osteochondral Fragmentation.](#) *AAEP Proceedings 1997; 43:134-135.*
- **Colón JL**, Jackson CA, and Del Piero F. [Hepatic Dysfunction and Photodermatitis Secondary to Alsike Clover Poisoning.](#) *Compendium: Equine Rounds* 1996; 18(9):1022-1026.
- **Colón JL**, Kimball M, Hansen B, and Concannon PW. Effects of contraceptive doses of the progestogen megestrol acetate on luteinizing hormone and follicle-stimulating hormone secretion in female dogs. *J. Reprod. Fert., Suppl.* 47(1993):519-521.

NON-REFEREED PUBLICATIONS

Colón, JL. *Essential Business Concepts for Veterinary Professionals*. Jorge Luis Colón DVM PLLC; 2018.

- Author of textbook on financial literacy and veterinary business education
 - Present essential business concepts in the areas of finance, accounting, financial analysis, lean business management, and human capital management that encourage entrepreneurship and practice ownership
 - Create awareness of value creation by promoting best practices and value-added service delivery
 - Guide early career veterinarians through business organization and student debt management

Colón, JL. [Cornell CVBE Domain 8 Framework, Activities and Milestones](#)

- Reference portfolio detailing the financial and organizational management activities utilized to accomplish learning outcomes and fulfill Cornell CVM's incorporation of the Competency Based Veterinary Education's Domain 8 competencies and sub-competencies.

Colón, JL. [Collaboration with Outside Corporations](#) and [Obtaining Sample from Outside Corporations](#)

- Reference portfolios for facilitation of CVM faculty engagement with outside corporations, under collaboration with Cornell University Counsel, Office of Sponsored Programs, Central Technology Licensing, and Office of Corporate Engagement

PRESENTATIONS – SCIENTIFIC MEETINGS

- *Certificate in Veterinary Business and Management: Creating a Competency Ladder to Support Long-term Career Success*. AAVMC Veterinary Educator Symposium. October 2023, Amarillo, TX.
- *Marketing yourself as a new grad: ePortfolios, cover letters, and CV/resumé*. AABP Annual Convention. September 2023, Milwaukee, WI.
- *Evaluating the finances of a job offer*. AABP Annual Convention. September 2023, Milwaukee, WI.
- *Multisource feedback as a driver for self-regulated learning and long-term career success: lessons learned from veterinary business courses*. Cornell Veterinary Educators Academy, June 2023, Ithaca, NY.
- *Cuánto vale tu práctica?* Cooperativa de Veterinarios de Puerto Rico. April 2023 (virtual)
- *Insights into Job Market: Our Cornell CVM graduating students*. NYSVC October 2021, Ithaca, NY.
- *Service Pricing for the Healthcare Professional*. Jornadas Académicas de Salud March 2021. Universidad Peruana de Ciencias Aplicadas, Perú. (virtual)
- *Inventory Management for the Bovine Practitioner*. NEDPMS March 2021, Ithaca, NY.
- *Value Beyond the Purchase Transaction*. NYSVC October 2020, Ithaca, NY.
- *Lean Management for the Veterinary Practice*. Veterinary Management Institute 2014-2018, Colorado State University College of Business, Fort Collins, CO.
- *Ambulatory Vehicle Ownership: Employer or Employee?* AAEP Annual Convention 2018, San Francisco, CA.
- *The Business of Practice: Taking Client Relations from Ordinary to Extraordinary*. AAEP Annual Convention 2018, San Francisco, CA.
- *The Business of Practice: Managing a Profitable Practice*. AAEP Annual Convention 2018, San Francisco, CA.
- *Business News Hour*. AAEP Annual Convention 2018, San Francisco, CA.
- *Achieving Work-Life Balance*. Kentucky Veterinary Management Association Annual Convention 2018, Louisville, KY.
- *Practice Profitability*. FETCH DVM360 August 2018, Kansas City, MO.
- *Lean Inventory Management*. FETCH DVM360 August 2018, Kansas City, MO.

- *Value Beyond the Veterinary Transaction*. FETCH DVM360 August 2018, Kansas City, MO.
- *Going Mobile: Taking Your Practice on the Road*. AAEP Focus on Field Skills for Road Warriors 2018, Raleigh, NC.
- *The Business of Ambulatory: Inventory, Billing Systems, and Associates*. AAEP Focus on Field Skills for Road Warriors 2018, Raleigh, NC.
- *Service Marketing*. AAEP Annual Convention 2017, San Antonio, TX.
- *The Economics of Colic in an Equine Practice*. 2017 AAEP Focus on Colic, Lexington, KY.
- *How Much Can I Pay a New Associate?* AAEP Annual Convention 2016, Orlando, FL.
- *How Will a New Hire Affect My Practice's Finances?* AAEP Annual Convention 2016, Orlando, FL.
- *How to Analyze and Improve the Accuracy of Veterinary Inventory Demand Forecasting*. AAEP Annual Convention 2015, Las Vegas, NV.
- *How to Mathematically Forecast Veterinary Inventory Demand*. AAEP Annual Convention 2015, Las Vegas, NV.
- *How to Implement a Lean Inventory Management System for a Solo Equine Practitioner*. AAEP Annual Convention 2014, Salt Lake City, UT.
- *How to Mathematically Decide if That Distributor Special is Good for Me*. AAEP Annual Convention 2014, Salt Lake City, UT.
- *How to run a successful and profitable solo equine practice while managing to have an extraordinary family life - Business Cases*. AAEP Annual Convention 2012, Anaheim, CA.
- *The trans-rectal ultrasonographic appearance of abnormal combined utero-placental thickness (CUPT) in late-term gestation and it's incidence during routine survey in a population of Thoroughbred mares (2005-2008)*. AAEP Annual Convention 2008, San Diego, California.
- *Racing performance of Thoroughbred racehorses after arthroscopic removal of dorsoproximal first phalanx osteochondral fragmentation*. AAEP Annual Convention 1997, Phoenix, Arizona.
- *Documentation of the racing performance of Thoroughbred racehorses after arthroscopic removal of dorsoproximal first phalanx osteochondral fractures*. ACVS Symposium 1996, Chicago, Illinois.

PRESENTATIONS – STUDENT AND UNIVERSITY ORGANIZATIONS

- *The Ambulatory Equine Veterinarian*. Texas Tech University VBMA and SAAEP. October 2023, Amarillo, TX.
- *Certificate in Veterinary Business and Management Update*. Cornell CVM College Advisory Council. September 2023, Ithaca, NY.
- *Certificate in Veterinary Business and Management Update*. Cornell CVM Alumni Association Executive Board. March 2023, Ithaca, NY.
- *Owner Financing as a Pathway to Practice Ownership*. University of Tennessee VBMA. April 2023 (virtual)
- *Entrepreneurship in NYC Panel Moderator*. Entrepreneurship at Cornell. December 2022, NYC, NY.
- *Owner Financing Practice Purchase Workshop*. Cornell Student VBMA. November 2022, Ithaca, NY.
- *Certificate in Veterinary Business Info Session*. Cornell CVM student body. October 2023, Ithaca, NY.
- *CVBE Update*. Cornell CVM Alumni Association Executive Board. October 2022, Ithaca, NY.
- *Management of the mare for live cover*. Cornell Student AAEP. September 2022, Ithaca, NY.
- *Veterinary Entrepreneurship*. Entrepreneurship at Cornell Reunion Showcase. June 2022, Ithaca, NY.
- *ROTH IRAs*. Cornell Student VBMA. March 2022, Ithaca, NY.
- *SAVMA Finance 101: Loan Interest, Compounding Interest, and Early Career Investing*. National SAVMA, February 2022, Ithaca, NY. (virtual)
- *CVBE Update*. Cornell CVM Alumni Association Executive Board. October 2020, Ithaca, NY.
- *Pre-NAVLE Business Crash Course*. Cornell CVM student body. September 2020, Ithaca, NY.

- *CVBE Update*. Cornell CVM Advisory Council. May 2020, Ithaca, NY.
- *Veterinary Business Update*. CUHA RDVM Info Sessions. April 2020, Ithaca, NY. (virtual)
- *CVBE Update*. Cornell CVM Alumni Association Executive Board. March 2020, Ithaca, NY.

RESEARCH GRANTS

Completed

- Maddie's Fund
 - *What are the risks of clinic-backed payment plans?* Submitted to JAVMA for publication 2023
 - Neill CP, Roberts JA, **Colón JL**, and Zhang P.
 - Study period: January-December 2021.
 - \$101,750 research grant
 - The main objective of this project is to determine the financial feasibility of existing veterinary practices to incorporate payment plans which require holding debt within the practice into their business model so as to increase the access of veterinary care to financially constrained pet owners. A second objective is to investigate the attitudes towards payment plans of both clients and veterinary professionals as a means of identifying barriers to financed care.

Current

- Garmin International Inc.
 - Product Testing Agreement: *Evaluation and practical application of a Garmin biosensor for horses* resulting in Patent Application Publication US 2023/0363712A1
 - Cercone M, **Colón JL**, Ducharme NG, and Cheetham J
 - Role: lead contact, assistant PI
 - Study Period: June 2021 – September 2024.
 - \$102,803 testing fee (Phase 1: \$44,701, Phase 2: \$25,444; Phase 3: \$32,658)

TEACHING

Lead Faculty Cornell CVM – VTMed courses

6896-001 CVBE Capstone Experience (0.5 credits; 8 students)	Fall 2023
6896-020 Accounting and Inventory Management (2 credits; 190 students)	Spring 2020-2023
6896-012 Practice Ownership and Management (1.5 credits; 65 students)	Spring 2021-2023
6749 Agile Innovation & Animal Health Hackathon (1 credit; 110 students)	Spring 2021-2023
6896-024 Personal Finance (2 credits; 192 students)	Spring 2022-2023
6896-009 Service Marketing (1 credit, 19 students)	Spring 2022-2023
6896 Veterinary ePortfolio (sections 026, 027, 028, and 29) (1 credit; 162 students)	Spring 2022-2023
6896-031 Veterinary Contracts and Negotiation (1 credit; 43 students)	Spring 2023
6896-032 Veterinary Medical Records and Informed Consent (1 credit; 42 students)	Spring 2023
6898 SRT Project – Faculty Advisor (2 credits; 1 student)	Academic Year 2021-2022
Opportunity Block: Price Validation Study (1 student)	January 2021

Contributing Faculty Cornell CVM – VTMed courses

5100 Block I The Animal Body	Fall 2021-2023
5703 Block VIIIc Veterinary Practice: Communication Skills	Spring 2020-2023
5704 Block VIIId Veterinary Practice: Introduction to Clinical Procedures	Fall 2021-2023
5706 Block VIIIf Veterinary Practice: Professional Development	Fall 2020-2023
6600 Theriogenology Service	Spring 2021-2023
6896-022 Professional Competencies	Spring 2021-2023
6896-003 Small Animal Euthanasia	Spring 2020-2023

6896-007 Career Development in Bovine Practice & Management	Spring 2020-2022
6613 Equine Specialty Rotation	Fall 2020-2021
6624 Primary Care Surgery Service	Fall 2021
6896-004 Small Animal Ultrasound	Spring 2020
5614-301 Transition to Clinical Practice	Summer 2020
Objective Structured Clinical Evaluation	
○ Equine OSCE of 1 st year students' clinical skills	Spring 2021-2023
○ Equine OSCE of 3 rd year student's clinical skills	Fall 2021-2023
○ Bovine OSCE of 3 rd year student's clinical skills	Fall 2021

Contributing Faculty Other Academic Institutions

Veterinary Management Institute, Colorado State University College of Business, Fort Collins, CO	
Facilitator of Lean Management	2014 - 2018
<ul style="list-style-type: none"> Facilitator of lean inventory and financial management for the American Animal Hospital Association's veterinary practice management certificate program <ul style="list-style-type: none"> Facilitated development of analytical skills required to calculate total annual inventory costs Debated business tools and methodologies to analyze and manage business cash flows Created leadership-based solutions for lean process and performance management of veterinary practices 	

House Officer Education

<i>Let's talk about employment contracts, CVM Grand Rounds</i>	October 2022
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Senior Seminar Student Advisor

Class of '24 student: <i>Bilateral Stifle OCD in an 8mo Labrador mix</i>	October 2023
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CVM Student Academic Advisor

- Seven student advisees (Class of '24, '25, '26, and '27)

White Coat Ceremony

- Coater 4 students

Student Organization Advisor & Mentoring

Veterinary Business and Management	Spring 2020 – Present
○ Program advisor for all students interested in business distribution courses and certificate program	
Student Chapter Veterinary Business Management Association Faculty Advisor	Fall 2020 – Present
Employment Contract Reviewer and Advisor for Cornell CVM students	Fall 2020 – Present
○ 29 contracts reviewed for Class of 2021	
○ 48 contracts reviewed for Class of 2022	
○ 88 contracts reviewed for Class of 2023	
○ 22 contracts reviewed for Class of 2024	
○ 8 contracts reviewed for post-graduates, interns, or residents	
CVM Learning Communities	Academic Year 2022-23
○ Faculty mentor for first-year student cohort guiding on topics such as work-life balance, optimizing learning efficiencies, and managing professional stress.	

COMMITTEE ASSIGNMENTS AND ACTIVITIES

Cornell CVM

Admissions and Selection Committee member	December 2023 – Present
Financial and Practice Management Sub-CAT co-lead	April 2023 – Present

Strategic Planning Career Readiness Focus Group co-lead	January 2023 – Present
Student Awards Committee member	April 2023 – Present
Branding Marketing Project member	November 2022 – Present
Career Fair Organizational Committee co-lead	November 2022 – Present
Veterinary Business and Management Certificate Program organizer	September 2022 – Present
Animal Health Hackathon organizer	August 2020 – Present
Belonging at Cornell Faculty Recruitment Subcommittee member	2020-2021
Belonging at Cornell Mentoring and Alumni Engagement Task Force member	2020-2021

Cornell Associations and Organizations

Cornell University College of Veterinary Medicine Alumni Association Executive Board	2017 – Present
<ul style="list-style-type: none"> ○ At large member 2017 – 2021; Alumni-Faculty liaison, 2021– Present ○ Salmon Award Selection Committee 2019-2020; Head of Committee 2020 	

External Associations and Organizations

American Association of Equine Practitioners	2021 – 2024
<ul style="list-style-type: none"> ○ Scientific Review and Editorial Committee (SREC) Business Education, Member and Reviewer 	
International Council for Veterinary Assessment	2022
<ul style="list-style-type: none"> ○ Subject matter expert for test question writer for North America Veterinary Licensing Examination (NAVLE) 	

CLINICAL VETERINARY BUSINESS MANAGEMENT EXPERIENCE

Owner, Operations / Financial Manager, Veterinarian

Jorge Luis Colón, DVM, PLLC, Lexington, Kentucky	2004-2020
<ul style="list-style-type: none"> • Conducted fiscal operations, including budget planning, accounting, and financial reporting preparation • Engaged and negotiated with pharmaceutical vendors to secure competitive pricing despite the lack of economies of scale in order to establish adequate and competitive rates for services • Designed and implemented a computerized inventory management control system that led to a 2-week inventory holding period and a 26 times inventory turnover ratio • Designed and implemented a computerized inventory cost calculator that assessed the financial benefits of vendor specials and promotions leading to a 27% increase in inventory ROI • Developed a culture with clients of full, timely payment for services and carried less than 3% of over-30 A/R • Directed and supervised work activities of in-farm personnel for the medical care of approximately 120 mares and 80 foals annually leading to a recurring 92-98% seasonal pregnancy rate 	

ADDITIONAL NON-ACADEMIA ENGAGEMENTS

Professional Speaker / Consultant

- Provided educational talks around the topics of Value Delivery, Service Marketing, Inventory Management, Service Recovery Systems, and Organizational Efficiency to:
 - Boehringer-Ingelheim North American Equine Division Salesforce (National Sales Meeting, Dallas, TX (2018) and Summer Sales Meeting, Park City, UT (2018))
 - Zoetis Animal Health North American Equine Division (National Sales Meeting, Salt Lake City, UT (2014) and Las Vegas, NV (2015))
- Served as consultant for the development of the Equine offering of Zoetis' Profit Solver software (2014)

- Provided educational talks around the topics of Value Delivery, Capital Purchase Analysis, Lean Inventory Management, Organizational Management, and Essential Business Concepts to:
 - Boehringer-Ingelheim veterinary clients on behalf of BI sales representatives (Lexington, KY (2015 and 2016), Salinas and Santa Maria, CA (2018), and Phoenix, AZ (2019)).
 - Zoetis Animal Health veterinary clients on behalf of Zoetis sales representatives (Simi Valley and San Luis Obispo, CA (2015) and Lexington, KY (2016))
 - Cornell University CVM VBMA (2015-2017, and 2019)
 - Colorado State University CVM VBMA (2014-2018)
 - Performed financial analysis, practice valuations, capital purchase analysis, employee hiring analysis, and multi-practice consolidation for veterinary colleagues across the mainland U.S. and Puerto Rico (2015-present)
 - Created a FileMaker-based Inventory Management iPad program, together with Excel-based calculators for ABC Inventory Analysis, Economic Order Quantity, Specials and Promotions, and Demand Forecasting (2014)
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MEDIA ARTICLES

- [Cornell animal health hackathon makes triumphant return to in-person](#), Cornell CVM News 2/10/23
 - [Cornell Center for Veterinary Business and Entrepreneurship announces certification program](#), Cornell CVM News 11/1/22
 - [Faculty build network of community-engaged teachers, scholars](#), Cornell CVM News 1/19/22
 - [Students innovate global veterinary solutions at Cornell's Animal Health Hackathon](#), Cornell Daily Sun 2/25/21
 - [Virtual animal health hackathon fosters new student-led innovations](#), Cornell CVM News 2/23/21
 - [In the business of veterinary medicine: how Jorge Colón '92, D.V.M. '95, makes the profession work for him](#), Cornell CVM News 8/13/19
 - [Passion for 3D printing, engineering fuels veterinary startup](#), Cornell CVM News 9/24/20
 - [Jorge Colón '92, D.V.M. '95, joins CVBE as first faculty hire](#), Cornell CVM News 2/3/20
 - [Two New Members Join the Alumni Association Executive Board](#), Cornell CVM eVets 2/18
 - [Preparing Your Practice for 2017: Does your business need to expand or contract – or are you situated 'just right' in your plan?](#) EquiManagement Jan/Feb 2017
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LANGUAGES

- Fluent in English and Spanish