

## JORGE LUIS COLÓN, DVM, MBA

930 Campus Rd., Box #24

Cornell University College of Veterinary Medicine

Ithaca, NY 14853

(859) 333-6713 • [jlc3@cornell.edu](mailto:jlc3@cornell.edu) • [LinkedIn](#) • [ePortfolio](#) • [Cornell Faculty](#)

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### CURRENT POSITION

Department of Clinical Sciences, Cornell University College of Veterinary Medicine 2020 – Present  
Cornell Center for Veterinary Business and Entrepreneurship, Ithaca, New York

#### **Director of Veterinary Business Education**

#### **Associate Professor of Practice in Financial and Organizational Management**

- Core Faculty, College of Veterinary Medicine
  - Affiliated Faculty, Dyson School of Applied Economics & Management
    - Director and leader of the strategy for the development and implementation of the veterinary business education program into the DVM curriculum and the creation and management of the Cornell CVM Certificate in Veterinary Business and Management program
    - Leadership role in the management, maintenance, and growth of CVBE sponsors and network partners resulting in sustainable income streams for the Center
    - Clinical faculty assisting in the delivery of equine clinical skills through foundation courses and 4<sup>th</sup> year clinical rotations
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### EDUCATION

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

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

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

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### PROFESSIONAL EXPERIENCE

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

- Director of Veterinary Business Education
- Associate Professor of Practice in Financial and Organizational Management

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

Equine Medical Associates, Lexington, Kentucky 1997-2004

- Equine ambulatory general practice with an emphasis on equine reproduction, neonatology, and radiology through farm and racetrack work on Thoroughbred and pleasure horses

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

- Two-year equine surgery, medicine, and anesthesia internship
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## ACADEMIC AND FINANCIAL HONORS, AWARDS, AND ENGAGEMENT

- Zalaznick Teaching Assistantship Award Fall 2021-2024
- \$6,000 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
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## PROFESSIONAL DEVELOPMENT AND TRAINING

- Cornell CVM Faculty Development Program 2023 – Present
- Understanding College Values, Mission, and Goals
  - Career Advancement through Performance Review, Promotion, and Tenure Processes
  - 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
- eCornell, Cornell University SC Johnson College of Business, Ithaca, New York June 2024
- Executive Leadership Certificate and Performance Leadership Certificate**
- Quality and Service Excellence
  - Leading Collaborative Teams
  - Strategic Decision Making
  - Leading with Credibility
  - Motivating People for High Performance
  - Coaching Skills for Leaders
  - Navigating Power Relationships
  - Becoming a Strategic Leader
- eCornell, Cornell University Law School, Ithaca, New York November 2022
- Business Contracts Certificate**
- Creating Effective Contracts
  - Interpreting Contracts
  - Managing Risks in Contracts

- Enforcing Contract Terms

eCornell, Cornell University School of Industrial and Labor Relations, Ithaca, New York

April 2019

#### Leadership Essentials Certificate

- Becoming a Powerful Leader
- Building High Performance Teams
- Interpersonal Communication Skills
- Managing Team Performance
- Managing Time and Priorities
- Effective Hiring and Interviewing
- Addressing Workplace Behavior Issues

#### 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

#### PEER REVIEWED VETERINARY RESEARCH AND BUSINESS PUBLICATIONS

ORCID ID [0000-0002-4566-5562](https://orcid.org/0000-0002-4566-5562); Scopus ID [36778095900](https://scopus.org/36778095900)

- **Colón, JL.** [Capital Expenditure Analysis](#). *AAEP Proceedings* 2024; 70:82-86.
- Neill CL, Roberts J, **Colón J**, and Zhang P. What are the risks of clinic-backed payment plans? *JAVMA*, 2023; 262(3):426-431. <https://doi.org/10.2460/javma.23.07.0421>
- **Colón, JL.** Marketing yourself as a new grad: ePortfolios, cover letters, and CV/resumé. *AABP Proceedings* 2023; 56(2):141-144. <https://doi.org/10.21423/aabppro20238882>
- **Colón, JL.** Evaluating the finances of a job offer. *AABP Proceedings* 2023; 56(2):137-140. <https://doi.org/10.21423/aabppro20238881>
- 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. <https://www.scopus.com/record/display.uri?eid=2-s2.0-3042919480&origin=resultslist>
- **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. <https://pubmed.ncbi.nlm.nih.gov/8229972/>

#### 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

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**PRESENTATIONS – SCIENTIFIC MEETINGS**

- *Capital Expenditure Analysis*. AAEP Annual Convention December 2024, Orlando, FL.
- *The Future of Equine Practice Management and Ownership*. 2<sup>nd</sup> Rood and Riddle Equine Hospital Intern Alumni Symposium November 2024, Lexington, KY.
- *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, Universidad Peruana de Ciencias Aplicadas, Perú, March 2021. (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 – UNIVERSITY, STUDENT, AND EXTERNAL ORGANIZATIONS

- *Personal Financial Management*. CVM Grand Rounds. October 2024, Ithaca, NY.
- *Budgeting and Finances*. CUHA 3<sup>rd</sup> year Resident Retreat. September 2024, Ithaca, NY.
- *Practice Finances*. Washington State University VBMA. August 2024. (virtual)
- *Budgeting and Planning for Horse Expenses*. Ask TheHorse Webinar Live Q&A Panel, TheHorse.com. August 2024. (virtual)
- *Essentials of Budgeting and Financial Management*. CUHA 1<sup>st</sup> year Resident Retreat. March 2024, Ithaca, NY.
- *The Ambulatory Equine Veterinarian*. Washington State University VBMA and SAAEP. February 2024. (virtual)
- *The Business of Ambulatory Practice*. VBMA National Meeting. January 2024, Orlando, FL.
- *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 2022, Ithaca, NY.
- *Let's Talk About Employment Contracts*. CVM Grand Rounds. October 2022, 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. (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. (virtual)

- *CVBE Update*. Cornell CVM Alumni Association Executive Board. March 2020, Ithaca, NY.

## RESEARCH GRANTS

- Garmin International Inc. June 2021 – September 2024
- 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, Co-PI
  - \$125,229 testing fee (Phase 1: \$44,701, Phase 2: \$25,444; Phase 3: \$55,084)
- Maddie's Fund January – December 2021
- Neill CL, Roberts J, **Colón J**, and Zhang P. What are the risks of clinic-backed payment plans? *JAVMA*, 2023; 262(3):426-431. <https://doi.org/10.2460/javma.23.07.0421>
  - \$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 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.

## TEACHING

### Lead Faculty Cornell CVM – VTMed courses

- 6749 Agile Innovation & Animal Health Hackathon Spring 2021-2024
- 1 credit, 137 students
  - Co-instructor of didactic course component and lead organizer of Hackathon event
- 6770 Veterinary ePortfolio Spring 2022-2024
- 1 credit, four-week course, 215 students
  - Course creator and instructor
- 6771 Personal Finance Spring 2022-2024
- 2 credits, eight-week course, 255 students
  - Course creator and instructor
- 6772 Accounting and Inventory Management Spring 2020-2024
- 2 credits, eight-week course, 253 students
  - Course creator and instructor
- 6773 Services Marketing Spring 2022-2024
- 1 credit, four-week course, 25 students
  - Course creator and instructor
- 6774 Contracts and Negotiation Spring 2023-2024
- 1 credit, four-week course, 75 students
  - Course co-creator and co-instructor with contributor Dr. Lance Roasa, DVM, MS, JD
- 6775 Medical Records and Informed Consent Spring 2023-2024
- 1 credit, four-week course, 89 students
  - Course co-creator and co-instructor with contributor Dr. Lance Roasa, DVM, MS, JD

6776 Practice Ownership and Management	Spring 2021-2024
<ul style="list-style-type: none"> <li>○ 1.5 credits, eight-week course, 75 students</li> <li>○ Course creator, instructor, and lead organizer of contributing participants</li> </ul>	
6778 CVBE Capstone Experience Part 1	Fall 2023-2024
<ul style="list-style-type: none"> <li>○ 0.5 credits, fall semester course, 13 students</li> <li>○ Course creator and instructor</li> </ul>	
6779 CVBE Capstone Experience Part 2	Spring 2024
<ul style="list-style-type: none"> <li>○ 0.5 credits, spring semester course, 6 students</li> <li>○ Course creator and instructor</li> </ul>	
6898 SRT Project	Academic Year 2021-2022
<ul style="list-style-type: none"> <li>○ 2 credits, fall and spring semesters, 1 student</li> <li>○ Faculty advisor</li> </ul>	
Opportunity Block: Price Validation Study	January 2021
<ul style="list-style-type: none"> <li>○ 1 credit, four-week course, 1 student</li> <li>○ Faculty advisor</li> </ul>	
<b>Contributing Faculty Cornell CVM – VTMED courses</b>	
5100 Block I The Animal Body	Fall 2021-2023
<ul style="list-style-type: none"> <li>○ Tutor</li> </ul>	
5701 Block VIIa Veterinary Practice: Communication Skills	Fall 2024
<ul style="list-style-type: none"> <li>○ Equine labs lead, Equine Course Assistant faculty resource</li> </ul>	
5703 Block VIIc Veterinary Practice: Communication Skills	Spring 2020-2024
<ul style="list-style-type: none"> <li>○ 2-hour instruction (Interpersonal Communication and Customer Service)</li> </ul>	
5704 Block VIId Veterinary Practice: Introduction to Clinical Procedures	Fall 2021-2024
<ul style="list-style-type: none"> <li>○ 8-hour equine laboratory instruction</li> </ul>	
5706 Block VIIf Veterinary Practice: Professional Development	Fall 2020-2024
<ul style="list-style-type: none"> <li>○ 4-hour instruction (Financial Planning, DVM Compensation Models, Understanding Your Paycheck, Contracts and Negotiation)</li> </ul>	
6600 Theriogenology Service	Spring 2021-2024
<ul style="list-style-type: none"> <li>○ Weekly 4-hour instruction on clinical equine reproduction skills</li> </ul>	
6896-003 Small Animal Euthanasia	Spring 2020-2024
<ul style="list-style-type: none"> <li>○ 1-hour instruction (Cost of Service)</li> </ul>	
6896-022 Professional Competencies	Spring 2021-2023
<ul style="list-style-type: none"> <li>○ 8-hour instruction (Communication of Client Estimate)</li> </ul>	
6896-007 Career Development in Bovine Practice & Management	Spring 2020-2022
<ul style="list-style-type: none"> <li>○ 2-hour instruction (Finances of Novel Services)</li> </ul>	
6613 Equine Specialty Rotation	Fall 2020-2021
<ul style="list-style-type: none"> <li>○ 6-hour equine laboratory instructional support</li> </ul>	
6624 Primary Care Surgery Service	Fall 2021
<ul style="list-style-type: none"> <li>○ 1-hour weekly instruction (Practice Finances)</li> </ul>	
6896-004 Small Animal Ultrasound	Spring 2020
<ul style="list-style-type: none"> <li>○ 2-hour instruction (Capital Expenditure Analysis)</li> </ul>	



5614-301 Transition to Clinical Practice Summer 2020  
 ○ 8-hour instruction (Financial and Organizational Management)

Objective Structured Clinical Evaluation - Evaluator  
 ○ Equine OSCE of 1<sup>st</sup> year students' clinical skills Spring 2021-2024  
 ○ Equine OSCE of 3<sup>rd</sup> year student's clinical skills Fall 2021-2024  
 ○ Bovine OSCE of 3<sup>rd</sup> year student's clinical skills Fall 2021

### Contributing Faculty Other Academic Institutions

Texas A&M University College of Veterinary Medicine September 2024  
 Vet Med 2030 - Veterinary Economics, Veterinary Economics Panel participant

Cummings School of Veterinary Medicine at Tufts University August 2024  
 Clinical Skills and Communication II: Providing a Service, Instruction of Clinical Financial Literacy

Ohio State University College of Veterinary Medicine August 2024  
 Ohio State University Be Well \$ Event, Instruction on The Business of Veterinary Medicine

Colorado State University College of Business, Fort Collins, CO 2014-2018  
 Facilitator of Lean Management for Veterinary Management Institute

- Facilitator of lean inventory and financial management for the American Animal Hospital Association's veterinary practice management certificate program
  - 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

*Personal Financial Management*, CVM Grand Rounds October 2024  
*Budgeting and Finances*, 3<sup>rd</sup> Year Resident Retreat September 2024  
*Essentials of Budgeting and Financial Management*, 1<sup>st</sup> Year Resident Retreat March 2024  
*Let's talk about employment contracts*, CVM Grand Rounds October 2022

### Senior Seminar Student Advisor

1 student: *Bilateral Stifle OCD in an 8mo Labrador mix* October 2023

### CVM Student Academic Advisor

Class of 2028 – 4 students  
 Class of 2027 – 2 students  
 Class of 2026 – 1 student  
 Class of 2025 – 3 students  
 Class of 2024 – 2 students

### White Coat Ceremony – Student Coater

Class of 2025 – 3 students  
 Class of 2024 – 3 students  
 Class of 2023 – 1 student

### 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
<ul style="list-style-type: none"> <li>○ 29 contracts reviewed for Class of 2021</li> <li>○ 48 contracts reviewed for Class of 2022</li> <li>○ 88 contracts reviewed for Class of 2023</li> <li>○ 73 contracts reviewed for Class of 2024</li> <li>○ 28 contracts reviewed for Class of 2025</li> <li>○ 18 contracts reviewed for post-graduates, interns, or residents</li> </ul>	
CVM Learning Communities	Academic Year 2022-2023
<ul style="list-style-type: none"> <li>○ Faculty mentor for first-year student cohort guiding on topics such as work-life balance, optimizing learning efficiencies, and managing professional stress.</li> </ul>	

## LEADERSHIP THROUGH COMMITTEE ASSIGNMENTS AND ACTIVITIES

### Cornell CVM

Director of Veterinary Business Education	April 2024 – Present
Equine Programs Steering Committee member	February 2024 – Present
Block VII CDG member	December 2023 – Present
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 director	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

### Corporate Engagement

2020 – Present

Co-responsible for the engagement and growth of CVBE corporate partnerships

- Lead engagement for majority of 2024 CVBE corporate sponsors that support educational opportunities for students and stakeholders, including distribution courses, Animal Health Hackathon, and Veterinary Business Roundtable
  - Influx of \$120,000 for academic year 2023 – 2024
  - Additional contractual commitment from Synchrony Bank for \$300,000 over five years

### Alumni and CVM Stakeholder Engagement

2021 – Present

Leader of alumni and CVM stakeholder engagement through ePortfolio course and Hackathon

- Collaboration with CVM's Alumni Affairs and Development office for the creation and management of engagement opportunities that lead to money influx to support AAD and CVBE efforts
  - Portfolio: 49 engagements in 2024; 139 total since 2022
  - Hackathon: 67 engagements in 2024; 383 total since 2021

### Cornell Associations and Organizations

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

### External Associations and Organizations

American Association of Equine Practitioners	2021-2024
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- Scientific Review and Editorial Committee (SREC) Business Education, Member and Reviewer  
International Council for Veterinary Assessment 2022
- 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

- 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 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**

- 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)
- 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)
- 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)

## MEDIA ARTICLES

- [Why are Horse-Related Expenses on the Rise?](#), Haylie Kerstetter, The Horse, 9/11/24.
  - [Budgeting and Planning for Horse Expenses](#), Haylie Kerstetter, Ask The Horse Podcast, 8/8/24
  - [First cohort of college's Certificate in Veterinary Business and Management program graduates](#), Cornell CVM News, 6/12/24.
  - [From Reflection to Differentiation: The Power of Portfolios in Veterinary Education & Career-Seeking](#), Digication Blog, 4/3/24
  - [Winning animal health hacks help farmers, veterinary surgeons](#), Cornell Chronicle, Feb 11, 2024
  - [Digication Episode 128: The Power of Portfolios in Veterinary Education Part 1](#), YouTube, Feb 2024
  - [Digication Episode 129: The Power of Portfolios in Veterinary Education Part 2](#), YouTube, Feb 2024
  - [Animal Health Hackathon Set for Feb. 2-4](#), Cornell Chronicle, Jan 29, 2024
  - [Where Have All the Horse Doctors Gone?](#) The Horse, Sept 2023
  - [Cornell animal health hackathon makes triumphant return to in-person](#), Cornell CVM News, 2/10/23
  - [Business Briefs: Choosing a Vet Ambulatory Practice Vehicle](#), EquiManagement, Feb 1, 2023
  - [Cornell offers new veterinary business certification program](#), dvm360, Nov 2, 2022
  - [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
  - [Who Should Own the Veterinary Practice Vehicle?](#) EquiManagement, June 8, 2020
  - [Jorge Colón '92, D.V.M. '95, joins CVBE as first faculty hire](#), Cornell CVM News, 2/3/20.
  - [2018 AAEP Convention: The Business of Practice](#), EquiManagement, Nov 23, 2019
  - [Two New Members Join the Alumni Association Executive Board](#), Cornell CVM eVets, 2/18
  - [Preparing Your Veterinary Practice for A New Year](#), EquiManagement, Dec 20, 2017
  - [Can You Afford to Add an Equine Veterinary Associate?](#) EquiManagement, Feb 13, 2017
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## LANGUAGES

- Fluent in English and Spanish