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Alison Krebs Joins Adayana as a Strategy Senior Associate

Former Lilly Marketing Manager Helps Adayana Clients Accelerate Success

INDIANAPOLIS, IND. – Alison Krebs recently joined the Adayana Industry team as a Senior Associate on the Adayana Industry Strategy and Research Practice Team.

“Alison’s expertise in international business, animal health, pharmaceuticals, and agricultural economics add depth to our Strategy team as she manages and implements projects,” said Steve Wilson, who leads the Strategy and Research Practice Team. “Her experiences help our clients define, clarify, and implement their vision into measurable objectives and strategic actions. I look forward to Alison’s contribution in building relationships with customers, channel partners, employees, and our key stakeholders.”

Krebs joins Adayana with more than 15 years of experience in spearheading marketing operations, educating customers, and increasing sales for major pharmaceutical and animal health companies. She was a Marketing Manager for Customer Relationship Management and the Xigris product at Eli Lilly. She also worked as a Senior Training & Development Associate and an International Product Manager for swine products at Elanco Animal Health.

“We have a great opportunity to help clients understand and solve their business challenges, particularly in today’s dynamic agribusiness environment,” Krebs said. “Adayana works with a deep understanding of industry trends and channel strategies, and I’m excited to be part of the team.”

Krebs earned a bachelor’s degree in Agricultural Economics from the University of Wisconsin and an MBA in Finance and Marketing from Purdue University.

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ABOUT ADAYANA, Inc.

Adayana serves clients worldwide. With more than 300 employees in 12 U.S. locations and India, Adayana focuses on three broad, global vertical markets - Federal governments through VERTEX; agriculture, food, life sciences, services and non-profit sectors through ABG, and the automotive aftermarket through Adayana Automotive. Adayana’s comprehensive human capital development and organizational performance improvement services include technology-enabled and blended learning, enterprise effectiveness solutions, technology integration, channel messaging, and managed learning services.