

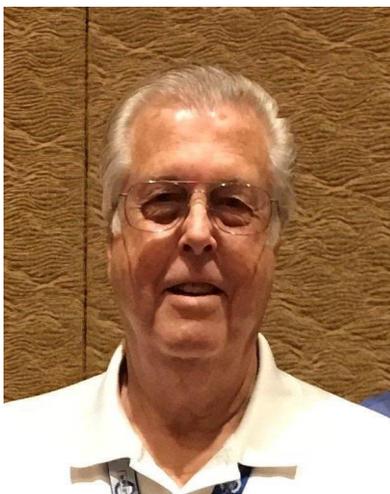
The PetsPhd Team



Greg Forquer has 33 years in the pet industry. Started at PetSmart when they had just 6 stores and stayed for 11 years and 700+ stores. Was the pet food buyer for 5 years, ran merchandise systems, planograms, pricing and dog/cat hardgoods as a Vice President in Merchandising. Ran all of the pet category for Fleming Foods, a 600M dollar category. Spent 1 ½ years at Petco as a senior consumable buyer. Had 12 great years as the Senior Vice President of Merchandising for Petsense. Was part of the original management team that grew Petsense from 0 to 168+ stores and sold to Tractor Supply the end of 2016. Started PetsPhD LLC in 2017 (a pet industry consulting business), and we continue to help new and young companies in the industry to navigate the space.



Jeffrey McCabe now in his 39th year started in the pet industry as a Sales Representative selling lams pet food, then becoming Director of Operations for the largest lams distributor in the country. After consulting for lams and others, he led a team that put together one of the first multi-location pet food distribution businesses. Regional sales management positions followed with pet food and non-pet food companies and then Vice-President, Sales, for International Veterinary Sciences. That was followed by now 21 years of providing representation and consulting across a wide variety of subjects, including site selection, acquisitions, new venture start-ups, as well as exporting pet food and supplies and working with international companies launching in the U.S.



Ray Hedlund's fascination with Brand New started when he met Rudy Jacuzzi! Some long years ago. He quickly became hooked on doing whatever it took to conceive, develop, manufacture and sell NEW PRODUCTS to markets. I have spent my entire life developing Pool Equipment, Automotive Wheels, and 35+ years in the Pet Industry. Company's: Concord Dog Toys was the company I started. Worked for: Premier Pet, Radio Systems /PetSafe and now PetsPhD. Product names that I was deeply involved with: International/Jacuzzi, E-T Mags, Uni-Lug, Rocket Wheels, Concord Dog Toys, Ted Sheep skin toys, Squeaky Squirrel, Posture Pet Mattress. I am honored by the "Take the Bull by the Horns" perpetual sales award, given by RSC annually in my name.

APPA Team



Anne Ferrante holds the position of Sr. Vice President at American Pet Products Association (APPA) and has worked in the pet care industry for over 22 years. During her time at APPA Anne has helped to elevate the Association to the global arena, expanding membership from a U.S. to a global base. In addition to developing APPA's member educational and benefit platforms, Anne directs the development of market research for the Association. She has established the APPA National Pet Owners Survey as a widely recognized global resource of consumer insights data for all segments of the pet industry and for media around the world. Data from The Survey is regularly quoted by media outlets including The Today Show, The Wall Street Journal, US News & World Report. Anne is an invited speaker to global venues and regularly presents at industry events. She holds degrees in both Communications and Psychology from Fairfield University and was named a 2018 Women of Influence winner by Pet Age Magazine.



Linda Carbone has been with APPA for over a year and is responsible for development and implementation of meaningful member benefit programs and providing effective and efficient member communication and customer service. Prior to joining APPA, Linda spent over 20 years in the pharmaceuticals industry, mainly in the medical device industry with Bayer DiabetesCare, which was divested into a stand-alone company, Ascensia Diabetes, Linda joined Bayer as an Administrative Assistant, and worked her way up to Associate Trade Marketing Manager for Ascensia Diabetes where her responsibilities included assisting in creative development of retail programs and retail industry project and trade show management. Linda obtained her bachelor's degree in business administration marketing from Mercy College in New York.

Guest Speakers



John Lawton is a strategic pet industry executive with over 25 years of experience in enhancing product sales as a lead executive in manufacturing, distribution and retail organizations.

Just over a year ago John rejoined Phillips Pet Food & Supplies the largest distributor in the pet specialty channel which offers over 35,000 pet specific items to retailers across the nation through 11 distribution facilities.

Prior to rejoining Phillips, John was the Managing Director of a pet industry consulting firm, specializing in working with manufactures to enhance their brand positioning within the market, develop an effective channel strategy, develop sales and marketing plans and launch new products into the pet channel.

John started his career in the pet industry at Central Garden & Pet.

His next stop in the industry was as a Director at Multipet International, a pet toy manufacture. John holds a B.S. from Monmouth University with degrees in both Business Administration and Marketing



Julie Hutchings is a partner in Mello Sales Group, a Regional Manufacturer's Representative firm, Julie offers a breadth of experience with both traditional and e-commerce retailers matched by few others. First, in 1999 she placed every item the firm represented on Pets.com, one of the original e-commerce platforms and in 2006 she gained the first placement of a pet product on Amazon with Kong. With her partners, Jim and Kevin Mello, Julie works closely with multiple manufacturers, each at various stages in their evolution to bring their products to the market. She understands the challenges faced by new vendors and what it takes to get new product placements as well as to maintain sales on what has already been placed. In addition to managing their e-commerce business, which includes pet specialty e-commerce outlets, Julie is responsible for their efforts with one of the largest regional pet store chains in the country. Julie and her husband Rob live in Napa, CA with their children and two Australian Labradoodles.



Kate Slaney is the Brand Manager for Tailspring, goat milk products for pets. She also manages Meyenberg, America's #1 selling goat milk brand and parent company to Tailspring. Her decade plus extensive professional background includes sales combined with several years in brand management for globally distributed luxury wines.

No matter the industry or product, consumer marketing fundamentals are the same and Kate is passionate about sharing how to best implement these practices for brands. She loves immersing herself in a brand and working on every angle, from messaging to pricing. Kate received her B.A. in Journalism with a concentration in Public Relations and a minor in Marketing.

She currently resides in California with her husband, two human kids and a rescue fur kid named Doc. Doc is a Pitbull/Chesapeake Retriever who brings the whole family a lot of laughter with his sensitive, goofy personality.