



7TH ANNUAL

# PET CONNECT USA

The Home of Pet Business & Innovation

**December 3-5, 2024** | Lowes Hollywood Hotel, Los Angeles

The Only Event that Connects the Entire  
Global Pet Ecosystem

## OUR INDUSTRY-LEADING SPEAKERS INCLUDE:



**Dirk Beeckman**  
Executive Chairman  
**INDEPENDENCE**  
PET HOLDINGS



**Andrew Petz**  
Managing Director  
**GOLD MEDAL**  
VENTURES



**Lashonda Geffrard**  
Founder & CEO  
**BLACK PET**  
BUSINESS  
NETWORK



**Audrey Yoo**  
VP of Business  
Innovation, Strategy,  
and Venture  
**MARS PETCARE**



**Ruben Alcaraz**  
Head of Strategic  
Partnerships  
**NESTLE PURINA**



**Molly McAllister**  
Chief Medical Officer  
**MARS VETERINARY**  
HEALTH



**A MUST  
ATTEND FOR  
C-SUITE EXECUTIVES**

**400+**  
ATTENDEES

**200+**  
START-UPS

**30+**  
INVESTORS

**10+**  
HOURS OF 1-2-1  
NETWORKING



Fast-Track your  
growth with a 2025  
strategy informed by  
industry leaders.



Secure partnership  
and investment  
through tailored  
networking  
opportunities.



Position yourself in  
the future of pet  
through our Best in  
Show Spotlight and  
exclusive pre-day for  
industry disruptors.

LEAD FINANCIAL WELLNESS PARTNER



AGENCY PARTNER



ASSOCIATE PARTNERS



SENIOR EVENT PARTNERS



EVENT PARTNERS



# Welc🐾me to the 7th Annual Pet Connect

Born from the groundbreaking Petcare Innovation Series, **Pet Connect** is the premier destination for those innovating and leading in Pet – a must attend for C-suite executives.

- 🐾 Network with future partners and industry peers.
- 🐾 Explore innovation and investment opportunities.
- 🐾 Stay ahead of the latest consumer trends.
- 🐾 Understand what industry leaders are prioritizing.
- 🐾 Inform your 2025 strategy!

**REGISTER NOW**



## Here's why it can't be missed:

### START-UPS



- Meet your next investors at our first of its kind **Innovation and Investment Pre-Day**.
- Build your 2025 strategy **understanding the strategic priorities** of your desired partners.
- Prepare to scale by connecting with retail and distribution partners.

### INVESTORS & ACQUIRERS



- Find your next investment opportunity with exclusive access to **our Innovation and Investment Pre-Day** and targeted networking sessions.
- See what the future holds for the pet market with cutting-edge innovation on display at the **Best in Show Spotlight**.
- Inform your strategy appreciating the macro landscape of the pet industry, where pet parents are spending, market consolidation and future trends over the next 2-3 years.

### VETERINARY CLINICS



- Increase efficiency with the latest technology, enabling you to focus on your practice.
- Improve outcomes for pets with the latest in innovative diagnostics and therapeutics.
- **Improve access to care** by embracing the latest solutions in telehealth.
- Hear from experts on clinic efficiency to help streamline operations giving you more time in practice.

### MULTINATIONAL COMPANIES & RETAILERS



- **Identify your next acquisition** or strategic partnership.
- Inform your **innovation strategy**.
- Build valuable relationships with industry peers across **10+ hours of networking sessions** including drinks receptions and prescheduled 1-2-1 meetings.

### PET INSURANCE



- Boost your market penetration by meeting with leaders in tech, data access and **financial solutions**.
- Adjust your product offering by understanding the **evolving needs of pet parents**.
- Attract and retain consumers, by maximizing your subscription model.

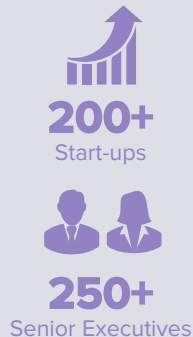
### CONSULTANCIES, DISTRIBUTORS, PACKAGING & INGREDIENTS COMPANIES



- **Connect directly with your customers** across the entire pet ecosystem.
- Position yourself as a thought leader in the industry.
- Ensure you are **catering to the future needs of your customers** by understanding the trends driving the market.

# Our Pet Connect Ecosystem

Meet everyone who matters in the pet world. Connect effortlessly with innovators, disruptors and influencers in a room packed with possibilities!



Innovative Start-Ups - 40%  
Multinationals/Leading Companies - 15%  
Top Pet Retailers and Distributors - 11%  
Investors - 10%  
Investment Banks & Consultancies - 10%  
Leading Insurers - 6%  
Vets and Vet Techs - 4%  
Regulatory and Compliance Experts - 2%  
Animal Welfare Organization - 2%

## OUR ADVISORY BOARD:



**Dirk Beeckman**  
Executive Chairman  
**INDEPENDENCE PET HOLDINGS**



**Nathan Marafioti**  
VP New Business Models  
**NESTLE PURINA**



**Molly McAllister**  
Chief Medical Officer  
**MARS VETERINARY HEALTH**



**Anna Bell**  
Senior Vice President, Marketin  
**CENTRAL GARDEN AND PET CO.**



**Tess Caputo**  
COO  
**ZOETIS**



**Charles Walder**  
Managing Director  
**LINCOLN INTERNATIONAL**

## This Year's Attendees Will Include:



# Best in Show Spotlight

Meet the most innovative start-ups in our industry on the main stage during our industry renowned Best in Show Spotlight.

12 finalists are handpicked by our prestigious selection committee to present their products or services on stage, through a quick-fire round of presentations followed by a Q&A with our judging panel.

Our audience of 500+ attendees will then select their 2024 winner!

## Apply now if you work in...



PRACTICE  
MANAGEMENT  
SYSTEMS



PET FOOD



DIAGNOSTIC  
TECHNOLOGY



WEARABLES



VET  
TECHNOLOGY



PET  
PLATFORMS



PET  
PRODUCTS



PET  
INSURANCE



PET  
PRODUCTS



PET  
SERVICES

## What will you get?

### APPLICANTS

- Your application reviewed by our Selection Committee of leading industry investors
- \$100 off your delegate ticket for Pet Connect USA

### FINALISTS

- Pitch on the mainstage to our audience of 500+ senior executives in the pet industry and our prestigious judging panel
- Social post to the Pet Connect LinkedIn Network
- Access to our pre-event evening drinks reception with investors for registered applicants
- **Content insertion into Pet Connect Industry Newsletter**
- **1 Week priority access to the networking app**

### WINNERS

- **Post-event interview** created with the Pet Connect team and distributed to our network of 30,000 industry leaders
- **Free pass to attend a future Pet Connect series event**
- Take home our Best in Show Spotlight trophy!

## Why apply?



### MAIN STAGE PRESENCE

Soak up our 500+ audience's undivided attention during your time on our stage.



### BRANDING OPPORTUNITIES

Drive brand awareness with unique and dedicated marketing pre-, during and post-event.



### EXPOSURE TO INVESTORS

Every single application is delivered to the hands of our investor committee for review, offering all our applicants exposure to the judges.



Pet Connect USA is an incredible event. As a start-up, this conference allowed us to not only be featured in the Best in Show competition, but also got us face-to-face with potential investors. For anyone bringing innovation to the pet space, this event is a must!

**Cecelia Carrera, Founder & CEO  
BISTROCAT**



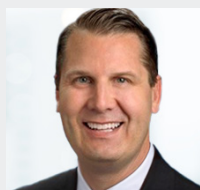
# Our **Furnom**enal Speakers



**Dirk Beeckman**  
Executive Chairman  
**INDEPENDENCE PET HOLDINGS**



**Anna Bell**  
Senior Vice President,  
Marketing  
**CENTRAL GARDEN AND PET**



**Kirk Haggard**  
Chief Executive Officer  
**INDEPENDENCE PET HOLDINGS**



**Tai Conley**  
Senior Programme  
Strategist  
**THE HUMANE SOCIETY OF THE UNITED STATES**



**Stephen Kirton**  
President  
**CIRCA HEALTHCARE**



**Julie Nelson**  
Founder  
**JNELSON CONSULTING**



**Ed Sayers**  
Advisor  
**CANINE CARE CERTIFIED**



**Sarah Nash**  
Head of Banking & Credit  
Partnerships  
**INDEPENDENCE PET HOLDINGS**



**Candise Goodwin**  
Founder  
**OUTLIER ADVISORS**



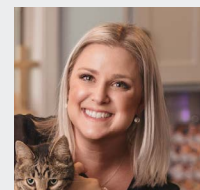
**Heidi Sirota**  
Growth Advisor to Pet  
Brands  
**H. JANE, LLC**



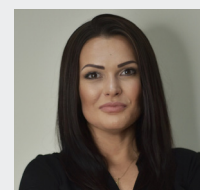
**Molly McAllister**  
Chief Medical Officer  
**MARS VETERINARY HEALTH**



**Kevin DeWalt**  
President  
**CASCOPET**



**Cecelia Carrera**  
Founder & CEO  
**BISTROCAT**



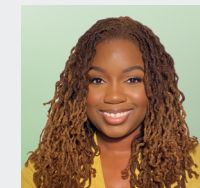
**Dorota Rymaszewska**  
Co-Founder & CEO  
**HIPETS**



**Ruben Alcaraz**  
Head of Strategic  
Partnerships  
**NESTLE PURINA**



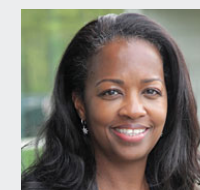
**Charles Walder**  
Managing Director  
**LINCOLN INTERNATIONAL**



**Lashonda Geffrard**  
Founder & CEO  
**BLACK PET BUSINESS NETWORK**



**Audrey Wystrach**  
Co-Founder & Co-CEO  
**PETFOLK**



**Georgette Wilson**  
Chief Veterinary Officer  
**MY PET GO**



**Brooke DeLuise**  
SVP Client Services  
**CIRCA HEALTHCARE**

# Our **F**urnomenal Speakers



**Nathan Marafioti**  
VP New Business  
Models  
**NESTLE PURINA**



**Robert Diamond**  
Co-Owner & CEO  
**IDENTICARE**



**Walter Ruddy**  
VP Corporate Development  
and Strategy  
**ROVER**



**Miles Swammi**  
Sr. Principal - Business  
Development  
**301 INC**



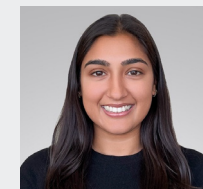
**Nancy Hassel**  
Founder & President  
**AMERICAN PET  
PROFESSIONALS  
LLC**



**Woody Mawhinney**  
Co-Founder & CEO  
**PAWLICY ADVISORS**



**Bruce L. Truman**  
President & Founder  
**BLT TECHNOLOGY &  
INNOVATION GROUP**



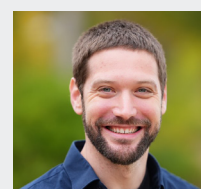
**Pria Pant**  
Investor  
**STRAND EQUITY**



**Dr Lenore Bacek**  
VP Clinical Affairs  
**BLUE PEARL  
SPECIALTY &  
EMERGENCY PET  
HOSPITAL**



**Melissa Mitchner**  
CEO | Founder  
**NEW YORK INSTITUTE OF  
PET GROOMING | THE  
BARK SHOPPE**



**Zach Rattner**  
CTO & Co-Founder  
**YEMBO**



**Miles Thorson**  
CEO  
**ODIE**



**Mike Hutton**  
SVP Brand Strategy  
**CIRCA HEALTHCARE**



**Toriano Sanzone**  
Founder  
**DOT DOG CONSULTING**



**Jennifer Sperry, DVM**  
Medical Director  
**IPG**



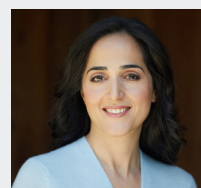
**Charles Lozow**  
Founder & Chair of the  
Advocacy Committee  
**THE VETERINARY  
CANNABIS SOCIETY**



**Andrew Petz**  
Managing Director  
**GOLD MEDAL VENTURES**



**Owen Ensor**  
CEO  
**MEATLY**



**Neda Daneshzadeh**  
Co-Founder & Managing  
Partner  
**PRELUDE GROWTH  
PARTNERS**



**Dr Nelva Bryant**  
Airline Industry  
Veterinarian | CEO &  
Founder  
**DELTA AIR LINES |  
WHEN PETS FLY**

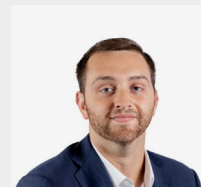
# Our **Furnom**enal Speakers



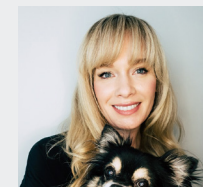
**Susan Groeneveld**  
Founder  
**SYLVESTER AI**



**Christie Horvath**  
Founder & CEO  
**WAGMO**



**Jeff Emmons**  
Vice President Venture  
& Growth  
**EMIL CAPITAL  
PARTNERS LLC**



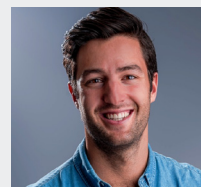
**Julia Sosa**  
Chief Experience  
Officer  
**PUMPKIN**



**Brendan Lynch**  
SVP Urgent Care  
Hospitals & Innovation  
**VCA**



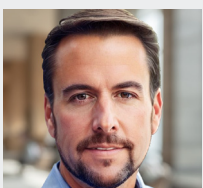
**Garth Jordan**  
CEO  
**AMERICAN ANIMAL  
HOSPITAL  
ASSOCIATION**



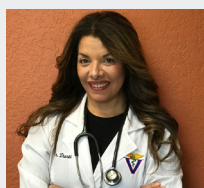
**Jared Jacobs**  
Partner  
**CAVU CONSUMER  
PARTNERS**



**Joe Watson**  
President & CEO  
**PETLAND**



**Matt Russell**  
Co-Founder & CEO  
**PETSEL LLC**



**Dr. Azza Kennedy**  
Founder & CEO  
**PET HARMONY  
APP**



**Aaron Easterly**  
CEO  
**ROVER**



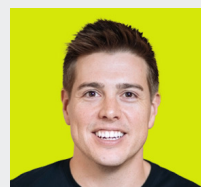
**Mindy Cannon**  
MBA, Marketing  
Manager  
**EPIQ ANIMAL HEALTH**



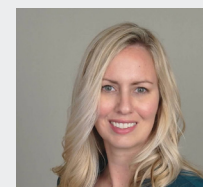
**Aaron Oaks**  
CEO  
**UNITED PET CARE**



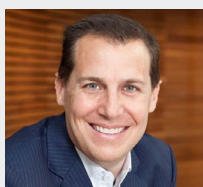
**Dr. Dennis Chmiel**  
Co-founder & CMO  
**MY SIMPLE PET  
LAB**



**Brett O'Farrell**  
Co-Founder & CEO  
**KATKIN**



**Jordan Van Walsen**  
Business Development  
and Supplier Relations  
Manager  
**EPIQ ANIMAL HEALTH**



**Jonathan Wainberg**  
Senior Vice  
President Pet  
**CARECREDIT**



**Boo Larsen**  
Senior Vice  
President Veterinary  
Industry  
**CARECREDIT**



**Ali Ganjavian**  
Co-Founder & CEO  
**MOGGIE**

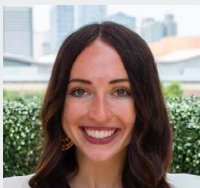


**Caitlyn Bruns**  
Senior Manager DNA  
Strategy  
**ANCESTRY**

# Our **Furnom**enal Speakers



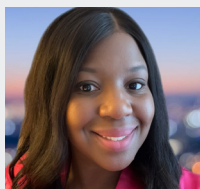
**Michael Landsberger**  
Chief Product & Growth  
Officer  
**PUMPKIN**



**Paige Ellen**  
Senior Program  
Manager, Leap Ventures  
**MICHELSON FOUND  
ANIMALS**



**Jane Brunt**  
Executive Director  
**CATALYST COUNCIL**



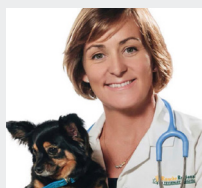
**Mildred Munjanganja**  
Chief Business  
Development Officer  
**ALLIVET**



**Charles Tapp**  
Founder & Managing  
Partner  
**VETTED CAPITAL**



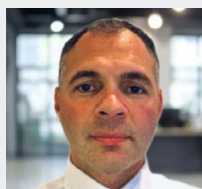
**Katy Briggs**  
Managing Director  
**WILLOUGHBY DESIGN**



**Dr Susan Bohrer**  
Co-Founder & CEO  
**CHI DOG**



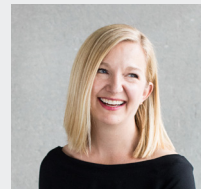
**Mariel Devesa**  
VP Strategic  
Partnerships  
**INDEPENDENCE PET  
HOLDINGS**



**Adam Forman**  
COO & GC  
**D.A.W SYSTEMS INC.**



**Dr Johanna Majamaa**  
Co-Founder & CEO  
**GEKKOVET**



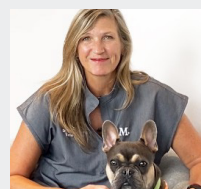
**Nicole Satterwhite**  
Co-CEO  
**WILLOUGHBY DESIGN**



**Jerrica Fletcher**  
Founder & CEO  
**PAWGONE GOOD LLC**



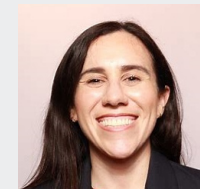
**Steven Garlock**  
Partner  
**THOMPSON COBURN  
LLP**



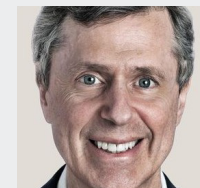
**Christie Long**  
Chief Medical Officer  
**MODERN ANIMAL**



**Michele Crowley**  
SVP Marketing  
**H&C ANIMAL HEALTH**



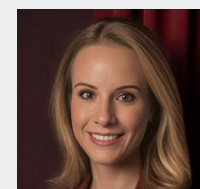
**Rachel Sheppard**  
Director of Ventures  
**MARS PETCARE**



**Richard Kestenbaum**  
Partner  
**TRIANGLE CAPITAL  
LLC**



**Matthew A Braunel**  
Partner  
**THOMPSON COBURN  
LLP**



**Ashley Pochick**  
Strategic Advisor  
**BLT TECHNOLOGY &  
INNOVATION GROUP**

HOME

WHY ATTEND

SPEAKERS

AGENDA

PARTNERSHIPS

SPONSORSHIP

DECEMBER 3

Exclusive Innovation & Investment Pre-Day

Welcome to our brand new innovation and investment pre-day designed to facilitate partnerships between innovators, investors and strategic acquirers.

Enjoy targeted networking opportunities with up to **40 investment, venture capital and private equity firms** in our first of its kind reverse pitch.

Lots of events say they do ‘matchmaking’, we’re the experts at it! Let the reverse pitch, BEGIN!\*\*

\*Must meet pre-qualifications to access this day.

\*\*CEOs & Founders only, must be registered to the event to qualify, one representative per company.

LIMITED INVESTOR SLOTS REMAINING



9:15-10:45	<div><div>Zoetis Workshop</div><div>Pitch to Zoetis</div><div>Invitation Only Opportunity for Innovators</div></div> <div></div>
11:00-12:30 <i>Workshop</i>	<div><div>Workshop: What and who influences parent choice?</div><div>Circa and Pet Connect have teamed up to produce a report helping you understand influence, including how the veterinary team recommendation impacts consumer choice.</div><div>Mike Hutton, SVP Brand Strategy, CIRCA HEALTHCARE</div><div>Stephen Kirton, President, CIRCA HEALTHCARE</div></div> <div></div>
12:30-13:00	Arrive & Networking
13:00-13:10	Welcome & Opening Remarks
13:10-13:30 <i>Presentation</i>	<div><div>The Innovation and Investment Landscape</div><div>Kicking off, forward thinking leading consultants give an overview of the Pet industry today. From volume of pet parents and where they are spending to an overview of market consolidation and a view of the next 2-3 years, contextualizing the innovation in the room.</div><div>Candise Goodwin, Founder, OUTLIER ADVISORS</div><div>Bruce Trueman, President and Founder, BLT TECHNOLOGY AND INNOVATION GROUP</div></div>
13:30-14:00 <i>Panel</i>	<div><div>Pet Pitfalls: Pitching, Planning and Potential Partners</div><div>Leading investors in pet discuss the current state of the investment landscape, emerging trends, and the kind of innovators they are looking to see. Gain insights into what drives investment decisions, how to pitch, the sectors poised for growth, and what investors seek in groundbreaking ventures.</div><div>Moderator: Walter Ruddy, VP Corporate Development and Strategy, ROVER</div><div>Pria Pant, Investor, STRAND EQUITY</div><div>Neda Daneshzadeh, Co-Founder &amp; Managing Partner, PRELUDE GROWTH PARTNERS</div><div>Jared Jacobs, Principal, CAVU CONSUMER</div></div> <div></div>
14:00-14:45 <i>Presentation</i>	<div><div>Meet the Investors in Pet: Reverse Pitch</div><div>Join us as 30 investment firms present, in a dynamic two-minute pitch format, their investment criteria, areas of interest, and what they look for in potential partners.</div></div>
14:45-15:25 <i>Panel</i>	<div><div>Preparing to Exit</div><div>Investment Banks discuss how companies should prepare their exit strategies and share valuable insights on the key considerations and best practices when looking to sell. This session will include discussion of crucial topics such as valuation methods, timing the market, optimizing financial performance, and navigating the due diligence process.</div><div>Moderator: Richard Kestenbaum, Partner, TRIANGLE CAPITAL LLC</div><div>Robert Diamond, Co-Owner and CEO, IDENTICARE</div><div>Andrew Petz, Managing Director, 301 INC</div><div>Charles Walder, Managing Director, LINCOLN INTERNATIONAL</div><div>Steven Garlock, Partner, THOMPSON COBURN LLP</div><div>Matthew A Braunel, Partner, THOMPSON COBURN LLP</div></div> <div></div>
15:25-18:00	<div><div>Prescheduled 1-2-1s</div><div>Meeting scheduler opens at 15:30 allowing innovators and investors who meet each other's criteria to book 1-2-1s for the next 2 and half hours. Through only opening the platform following the investor pitch, we ensure targeted and efficient networking. Start-ups participating in the pre- day event are subject to pre- qualification, and attendance is limited to CEOs and Founders of registered companies.</div></div>
18:00-19:00	<div><div>Welcome Drinks Reception for Pre-day Participants Hosted by IPH</div><div> Independence Pet Holdings</div></div>

BRAND NEW FOR 2024



HOME

WHY ATTEND

SPEAKERS

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# DAY ONE

## December 4 - Today's Challenges & Solutions

Please note that you will find the most up to date version of this agenda on Swapcard. Some timings or speakers may have changed.

8:00-8:50  
Welcome & Registration

8:50-9:00  
Opening Remarks

9:00-9:20 *Presentation*

### Unlocking The Potential of Pet Insurance: The Role of Financing in Pet Care

This session will explore the current state of pet insurance in the USA, highlighting its benefits and potential for growth. We will discuss how financial solutions can enhance pet care and improve the quality of life for pets and their families.

**Dirk Beeckman**, Executive Chairman, **INDEPENDENCE PET HOLDINGS**



9:20-10:00 *Panel*

### Leaders' Insights: Market Trends, Innovations, and Growth Strategies

Industry leaders open Pet Connect by dissecting the industry's top trends and innovation needs. Expect growth strategy insights and analysis as well as invaluable insights on navigating uncertainty and thriving in a saturated market.

**Moderator: Kirk Haggard**, Chief Executive Officer, **INDEPENDENCE PET HOLDINGS**

**Nathan Marafioti**, VP New Business Models, **NESTLE PURINA**

**Jonathan Wainberg**, Senior Vice President Pet, **CARECREDIT**



10:00-10:40 *Panel*

### Market Expansion: Increasing Pet Parent Support to Create Lifetime Consumers

Our panelists delve into market expanding products and strategies aimed at increasing the number of pet parents across the US. Expect discussion of digitalization methods, innovations in pet acquisition and travel and increasing pet inclusion in human spheres.

**Moderator: Bruce L. Truman**, President & Founder, **BLT TECHNOLOGY & INNOVATION GROUP**

**Dr Nelva Bryant**, Veterinary Advisor, Delta Airlines and CEO & Founder, **WHEN PETS FLY**

**Miles Thorson**, CEO, **ODIE**

**Joe Watson**, President & CEO, **PETLAND**

**Matt Russel**, Co-Founder & CEO, **PETSZEL**

**Ed Sayres**, Advisor, **CANINE CARE CERTIFIED**



10:40-11:40 *Networking Break*

Coffee and Refreshment Break and Pre-scheduled 1-2-1 Meetings

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DAY ONE 

December 4 - Today's Challenges &amp; Solutions

*Please note that you will find the most up to date version of this agenda on Swapcard. Some timings or speakers may have changed.*

**11:40-12:00** *Case Study***Successfully Exiting: Rover and Blackstone**

An examination of the considerations and decisions pivotal to the success of Rover's partnership with Blackstone.

Attendees will gain insights into the dynamics of mergers, acquisitions, and partnerships within the pet industry, advising those looking to facilitate future successful exits

**Aaron Easterly**, CEO, **ROVER**

**12:00-12:40** *Interactive Panel***Unlocking Access to Care Through Financial Innovation**

Panelists highlight the financial barriers for pet parents looking to access care, focusing on how increased insurance uptake is among pet parents and financial innovations can solve this consumer issue.

Attendees will be guided through the current payments landscape and learn how the advent of subscription and membership models are changing the industry and enhancing the experience for Pet Parents.

**Moderator: Heidi Sirota**, CEO, **PET INDUSTRY STRATEGIC GROWTH ADVISORS**

**Boo Larsen**, Senior Vice President Veterinary Industry, **CARECREDIT**

**Aaron Oaks**, CEO, **UNITED PETCARE**

**Woody Mawhinney**, CEO & Co-Founder, **PAWLICY ADVISORS**

**Sarah Nash**, Head of Banking & Credit Partnerships, **INDEPENDENCE PET HOLDINGS**

**Michael Landsberger**, Chief Product & Growth Officer, **PUMPKIN**

**12:50-1:20****EPIQ Lunch & Learn****Choosing a Channel**

Lunch & Learn hosted by EpiQ Animal Health

**Mindy Cannon**, MBA, Marketing Manager, **EPIQ ANIMAL HEALTH**

**Jordan Van Walsen**, Business Development and Supplier Relations Manager, **EPIQ ANIMAL HEALTH**

**1:40-2:40** *Networking***Pre-scheduled 1-2-1 Meetings****2:15-2:40** *CEO & Founders Forum*

Open to CEOs & Founders, this forum will allow for peer-to-peer networking and solution-led discussion as the leaders of the most cutting-edge companies join to compare common pain points and hurdles!

**REGISTER NOW**

# DAY ONE

December 4 - Today's Challenges & Solutions

## INNOVATIONS IN PET CARE

2:40-3:20 *Panel*

### Bridging the Gap in Veterinary Services: Meeting Pet Parents Where They Are

This session will discuss the primary physical barriers that impede access to veterinary care and explore mitigation solutions such as telemedicine, mobile clinics, and community outreach programs.

**Moderator: Dr Molly McAllister**, Chief Medical Officer, **MARS VETERINARY HEALTH**

**Dr Georgette Wilson**, CVO, **MYPETGO**

**Dorota Rymaszewka**, Founder & CEO, **HIPETS**

**Audrey Wystrach**, Co-CEO & Co-Founder, **PETFOLK**

**Brendan Lynch**, SVP Innovation, **VCA**

3:20-3:40 *Panel*

### Predict and Prevent: Personalizing Diagnostics and Leveraging Genetic Testing to Improve Care

Highlighting the transformative potential of personalized diagnostics and genetic testing in pet health management.

Explore how these advancements are reshaping the landscape of veterinary medicine and discover the innovative role of these technologies in improving access to care

**Know Your Pet DNA**  
by ancestry

**Moderator: Charles Tapp**, Founder & Managing Partner, **VETTED CAPITAL**

**Caitlyn Bruns**, Senior Manager DNA Strategy, **ANCESTRY**

**Ashley Pochick**, Strategic Advisor, **BLT TECHNOLOGY & INNOVATION GROUP**

## STRATEGY & BUSINESS INSIGHTS

2:40-3:40 *Roundtables*

### Roundtables - Navigating the Evolution of Pet Parenting: Gen Z and the Legacy Consumer

#### 1. Gen Z As Pet Parents – Key Insights

**Julie Nelson**, Founder, **JNELSON CONSULTING**

#### 2. Developing a Master Brand Strategy - Best Practices To Plan for Growth

**Katy Briggs**, Managing Director, **WILLOUGHBY DESIGN**

**Nicole Satterwhite**, Co-CEO, **WILLOUGHBY DESIGN**

*willoughby*

#### 3. Retaining Consumers In A Saturated Market

**Mindy Cannon**, MBA, Marketing Manager, **EPIQ ANIMAL HEALTH**

**Jordan Van Walsen**, Business Development and Supplier Relations Manager, **EPIQ ANIMAL HEALTH**

**epiq**  
ANIMAL HEALTH

#### 4. The Advent And Benefit Of Subscription Models

**Jeff Emmons**, Vice President Venture & Growth, **EMIL CAPITAL PARTNERS**

#### 5. Pet Partnerships: A Masterclass in Identifying Strategic Alliances

**Nancy Hassel**, Founder & President, **AMERICAN PET PROFESSIONALS**

“



This events is the best use of time and money. I make connections every year to advance my business and the businesses of our clients. A must attend.

**Bruce L. Truman**

President & Founder

**BLT TECHNOLOGY & INNOVATION GROUP**

”

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# DAY ONE

## December 4 - Today's Challenges & Solutions

*Please note that you will find the most up to date version of this agenda on Swapcard. Some timings or speakers may have changed.*

3:40-4:20

### Optimizing Pet Wellness: The Modern Pet Pharmacy

Join the top innovators in Pet Pharmacy to hear how this industry responds strategically to serve pet parents and allow them to customize treatment alternatives. Gain insights into the expanding spectrum of unique prescription requirements, veterinary compounding and comprehensive care.

**Moderator: Candise Goodwin**, Founder, **OUTLIER ADVISORS**

**Mike Hutton**, SVP Brand Strategy, **CIRCA HEALTHCARE**

**Dr Dennis Chmiel**, Co-founder & CMO, **MYSIMPLEPETLAB**

**Mildred Munjanganja**, Chief Business Development Officer, **ALLIVET**

**Adam Forman**, COO & GC, **D.A.W SYSTEMS INC.**

4:20-5:00

### The Power of Representation: Mentorship as a Tool for Diverse Leadership Growth

Exploring strategies for fostering diversity, equity, and inclusion within pet care organizations and the importance of diverse perspectives in driving business success. Focus on mentorship, and leadership development in empowering future generations of diverse leaders.

**Moderator: Lashonda Geffard**, Founder & CEO, **BLACK PET BUSINESS NETWORK**

**Tai Conley**, Senior Programme Strategist, **THE HUMANE SOCIETY OF THE UNITED STATES**

**Dr. Nelva Bryant**, Veterinary Advisor, Delta Airlines and CEO & Founder, **WHEN PETS FLY**

**Dr. Azza Kennedy**, Founder & CEO, **PET HARMONY APP**

**Jerrica Fletcher**, Founder & CEO, **PAWGONE GOOD LLC**

5:00-6:00

Pre-scheduled 1-2-1 Meetings

6:00

End of Day 1 Drinks Reception



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# DAY TWO

## December 5 - The Future of Pet

*Please note that you will find the most up to date version of this agenda on Swapcard. Some timings or speakers may have changed.*

**9:00-9:30** *Case Studies*

### Strategic Partnerships: Collaboration for Success

2 pairs of successful partners in the space take the stage to discuss their collaborations. Highlighting the benefits of strategic partnerships in the industry as well as the challenges in navigating mutually beneficial alliances and how to overcome them.

#### 1. Corporate and Accelerator

**Paige Ellen**, Senior Program Manager, Leap Venture Studios, **MICHELSON FOUND ANIMALS**

**Rachel Sheppard**, Director of Ventures, **MARS PETCARE**

#### 2. Vet and Insurer

**Mariel Devesa**, VP Strategic Partnerships, **INDEPENDENCE PET HOLDINGS**

**Dr. Jennifer Sperry**, Veterinary Advisor, **IPG**




**9:30-10:10** *Panel*

### The Year of the Cat: The Rise of Cat Companionship

With cat ownership increasing in popularity, we explore the driving factors behind this trend such as generational shifts and improved understanding of felines. Learn how to capitalize on the growing cat market and where investment opportunities in cat lie.

**Moderator: Jane Brunt**, Executive Director, **CATALYST COUNCIL**

**Cecelia Carrera**, Founder & CEO, **BISTROCAT**

**Brett O'Farrel**, CEO, **KATKIN**

**Ali Ganjavian**, Co-Founder & CEO, **MOGGIE**

**Julia Sosa**, Chief Experience Officer, **PUMPKIN**



**10:10-10:30**

### Omni Market Tales: Where is your Customer?

Explore the evolving landscape of pet retail, with a specific focus on omni market strategies - insights and practical recommendations from industry experts. Panelists will examine how omni market approaches are reshaping consumer behaviors and purchasing patterns and how businesses should be innovating to adapt.

**Moderator: Michele Crowley**, SVP Marketing, **H&C ANIMAL HEALTH**

**Katy Briggs**, Managing Director, **WILLOUGHBY DESIGN**

**Anna Bell**, SVP Marketing, **CENTRAL GARDEN AND PET**

**10:30-11:10**

### Prescheduled 1-2-1 Meetings

**11:10-11:30**

### Best in Show Winners - Where are they Now?

Pet Connect's Best in Show Alumni join us back on the main stage to showcase how far they've come and provide insight for this year's finalists.

**Ali Ganjavian**, CEO, **Moggie**

**Cecelia Carrera**, Founder & CEO, **BistroCat**

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DAY TWO🐾

December 5 - The Future of Pet

Please note that you will find the most up to date version of this agenda on Swapcard. Some timings or speakers may have changed.

11:30-12:30

Presentations

Best in Show Spotlight

Highlighting the most innovative start-ups across the US, the selected finalist brands, chosen by our prestigious selection committee, will present onstage for 4 minutes in a quick fire round followed by a Q&A with our Judging Panel.

Judge: Ruben Alcaraz, Head of Strategic Partnerships, NESTLE PURINA

Judge: Christopher Brunert, Head of Venture Capital, AGROLIMEN

Miles Swammi, Sr. Principal - Business Development, 301. INC

12:30-1:30

Lunch & Learn

12:50-1:20

Collaborative Care: Integrating Veterinary Medicine and Business Management: A Path to Success

Delve into the challenges and opportunities that arise at the intersection of medical expertise and business acumen. Experts discuss integration of veterinary medicine with robust business management practices to streamline efficiency and success of veterinary practices - addressing and emphasizing the importance of collaboration between veterinarians and business professionals to maintain financial health.

Garth Jordan, CEO, AMERICAN ANIMAL HOSPITAL ASSOCIATION

Lenore Bacek, VP Clinical Affairs, BLUE PEARL SPECIALTY & EMERGENCY PET HOSPITAL

1:00-2:00

Prescheduled 1-2-1 Meetings

INNOVATIONS IN PET CARE

2:00-3:00

Roundtables

Pet Parent Priorities in 2025: Wellness, Anxiety & Convenience

1. Pet Care 2025 Priorities: Wellness, Anxiety & Convenience

2. Synchronized Wellness Plans

Bruce Trueman, Founder & President, BLT TECHNOLOGY & INNOVATION GROUP

3. Medicine and Pet Anxiety

Gary Ritcher & Charles Lozow, Founder & Chair of the Advocacy Committee, VETERINARY CANNABIS SOCIETY

4. AI Integration To Increase Consumer Convenience

Dr Johanna Majamaa, Co-Founder & CEO, GEKKOVET

STRATEGY & BUSINESS INSIGHTS

2:00-2:30

Panel

Navigating Holistic Wellness and Food Therapy: Mapping the Future of Pet Care

An in-depth discussion on innovations in the holistic pet care industry, focusing on consumer approaches to enhancing overall pet well-being through new products, holistic service providers and using food as therapy.

Moderator: Julie Nelson, Founder, JNELSON CONSULTING

Dr Susan Bohrer, Co-Founder & CEO, CHI DOG

Kevin DeWalt, President, CASCOPE

2:30-3:00

Panel

Integrating Innovation: Applying Pet Parent trends to Strategy with Apps and AI

Leaders discuss leveraging digital tools and AI to cater to the evolving needs of pet owners. This session examines how apps and digital platforms can enhance pet care, pet services, engagement, and product marketing.

Moderator: Zach Rattner, CEO, YEMBO

Moderator: Stephen Kirton, President, CIRCA HEALTHCARE

Melissa Mitchner, CEO, NEW YORK INSTITUTE OF PET GROOMING

Susan Groeneveld, Founder, SYLVESTER AI

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# DAY TWO

December 5 - The Future of Pet

*Please note that you will find the most up to date version of this agenda on Swapcard. Some timings or speakers may have changed.*

3:00-3:20

Best in Showcase Awards and Closing Remarks

3:20-4:40

Prescheduled 1-2-1 Meetings

5:00

Innovative Vet Clinic Visit: Think you know vet clinics? Think again!

Casco Pet

Christie Long, Chief Medical Officer, MODERN ANIMAL

Kevin DeWalt, President, CASCO PET



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# Partnership Opportunities

## Stake your claim in the future of pet through partnership with Pet Connect!

Our team can help you meet your business objectives through tailored solutions and bespoke digital and on site events. Pet Connect is the leading opportunity to strengthen and expand your position in the petcare market going into 2024.

Whether you are building a pipeline for acquisition, acceleration or positioning the business as a leader in the market, we can assist you. Let's build a strategy to enhance your current marketing in front of our captive, world leading audience.

### Thought Leadership



- Pre & Post event bespoke webinars
- Sponsor or host a breakout session
- Sponsor or moderate a panel discussion
- Host a private strategic M&A discussion
- Host our Innovation and Investment pre-day
- Host a site visit
- Run a workshop
- Hold a Breakfast Forum
- Lead your own private content room
- Co-Produce a White Paper
- Pre and Post event Interviews

### Networking



- Executive leaders' dinners
- Cocktail reception
- Boardroom luncheons
- Boardroom briefings
- VIP Breakfast
- 1-to-1 meetings

### Branding



- White papers
- Onsite visibility
- Webinars and podcasts
- Lanyards
- Online visibility

### Purr-fect for:



Insurance companies



Pet Food Manufacturers



E-commerce And Retail Consultants



Petcare Companies



Packaging Companies



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Consultants

**Want to know more about partnering with us?**



Contact **Ellis Fordham**  
Commercial Partnerships Manager  
Call: +44 (0)203 696 2920  
Email: [Ellis.Fordham@kisacoresearch.com](mailto:Ellis.Fordham@kisacoresearch.com)

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Package	Standard
Tier 1 – Best in Show Applicant	\$1,599
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Tier 2 – Industry (annual rev under \$100m) <i>Health and Nutrition companies, Biotech and Digital &amp; Tech Companies</i>	\$2,699
Tier 3 – Multinationals & Service Providers (annual rev over \$100m) <i>CROs, CMOs, Consultants, M&amp;A Advisors, Private Equity, Incubators, Accelerators and Distributors</i>	\$3,299

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