



VETERINARY INNOVATION SUMMIT



TEXAS A&M UNIVERSITY
Veterinary Medicine
& Biomedical Sciences



VETERINARY
INNOVATION
COUNCIL



YOUR VETERINARY COMMUNITY



APRIL 5-7, 2019 | COLLEGE STATION, TX

Welcome to the cutting-edge of veterinary medicine!

veterinaryinnovationsummit.com • #VIS2019



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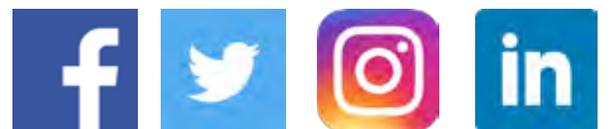
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Welcome to Aggieland!

Located in the heart of the Houston-Dallas-Austin triangle and within a two-hour drive of 26 million of the state's 28 million residents, Texas A&M's main campus in College Station is home to more than 64,000 students.

Named one of the friendliest places to visit, College Station is among the safest cities in the U.S. If you are looking for nightlife or great local cuisine, the vibrant Northgate District is the place to be. Located across University Drive from campus, the area includes an array of shops, bars, and eateries to satisfy every taste. The George Bush Presidential Library & Museum is one of the region's most popular tourist attractions. For nature lovers, College Station's 55 public parks cover 1,377 acres, with many hiking trails, dog parks, playgrounds, picnic pavilions, walking/jogging and nature trails, and more than 60 miles of bike trails.

Thanks for joining us on the cutting-edge

of veterinary medicine! The Veterinary Innovation Summit pushes the boundaries of learning, innovation, and growth in the veterinary industry and beyond. Let this program be your guide to all of the educational and social events at **#VIS2019**. *(By the way, that's the hashtag for this year's summit. So please—use it in your social media posts while you're here!)*

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COLLEGE OF VETERINARY MEDICINE
& BIOMEDICAL SCIENCES

COLLEGE OF VETERINARY MEDICINE & BIOMEDICAL SCIENCES

We Know You'll Love Your Time Here!

Howdy,

We are thrilled to have you join us for the third annual Veterinary Innovation Summit. If this is your first time here, get ready for an innovative experience like no other. If you've been here before, welcome back—we've been anxiously awaiting your return.

The CVM and the NAVC began preparing for this weekend the day after the 2018 summit. Our goal is, and has always been, to assemble forward thinking individuals, both program participants and attendees, who will lead the veterinary profession into a successful future. We hope this event is transformative through incredible networking opportunities, a plethora of innovative ideas, and a broad range of world-famous leaders, scholars, creators, and entrepreneurs with whom to share ideas.

We hope you will take advantage of all of the opportunities to engage, establish collaborations, and share innovative ideas.

As you walk around our campus, you will notice the presence of students. They include program participants who will share their own innovations and entrepreneurial ideas, as well as student volunteers, who will assist in making sure that you are comfortable here. We are grateful that they care so much about being a part of the Veterinary Innovation Summit, because they are our future. They are relying on us to improve the veterinary space they're about to enter, but they are also contributing their own innovative ideas.

As one participant so perfectly stated last year at the end of the summit, "It was a phenomenal three days; there is a lot of great social networking going on, and I cannot wait to get back next year."

I will add to that by repeating what someone once said, "When we all think alike no one is thinking." The beauty of the diversity within the summit's attendance is in the fact that we have so many people with different backgrounds, experiences, and aspirations bringing their thoughts together to map a better future for animals and people.

There are many to thank for making the VIS possible. Those at Texas A&M and NAVC devoted untold hours to design and implement the program. The speakers have pledged to bring their best. Finally, we could not offer the VIS without the sponsors, whose names are listed in the program.

This is an exciting time for veterinary medicine—we are leading the way; for that, and so much more, we are grateful.



TEXAS A&M UNIVERSITY

**Veterinary Medicine
& Biomedical Sciences**

Eleanor M. Green, DVM, DACVIM, DABVP
The Carl B. King Dean of Veterinary Medicine



Welcome from Dr. Aaron Massecar

I'm excited to welcome you to the third annual Veterinary Innovation Summit. We knew last year that we had caught onto something new, something that the profession was calling for, and we're glad that you have decided to join us again this year as we kick off our third iteration.

I hear a lot of people asking "What is the Veterinary Innovation Summit all about?" And I find it hard to answer them. It's about new ideas, new technology, new business models, and visiting with new and returning friendships, but it seems to be so much more than that.

VIS is a place for some of the most positive and forward-thinking people in veterinary medicine to gather and explore new ideas that are changing the way that veterinary medicine is being practiced.

Our program kicks off with a bootcamp that focuses on the key areas of practice and professional growth, we spend the evening dining while talking about the future of food, we spend Saturday learning about new tech and new ideas from the leaders in our industry. Saturday night we introduce a pitch competition that is designed to encourage new growth.

Sunday we return with more insights into practice into changing demographics and pain management. And we're especially excited about hosting Daniel Kraft from Singularity University as he talks about the trends impacting the profession. We can't thank Mars enough for their generous support of Sunday's session.

These are all amazing aspects that keep people returning again and again to College Station, but it's more than that—it's the experiences that aren't on the program. It's the student who said "I had no idea that all these amazing things were happening in the profession", or the startup who said "I made more great connections here than any other conference". That's why we do it: to encourage people by giving them a place to explore positive growth opportunities.

I love returning to College Station for the Veterinary Innovation Summit, and I hope you will too.



Dr. Aaron Massecar
Program Manager,
Innovation & Entrepreneurship,
Texas A&M College of Veterinary
Medicine & Biomedical Sciences

The future of pet care? Let's go.

At Kinship, we're a diverse coalition working to improve the lives of pets. A division of Mars Petcare, Kinship applies data and analytics capabilities to develop and grow science- and technology-based businesses that transform the pet care industry.

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87% of owners say they treat their pets like family. But as the bond between owners and pets grows stronger, the demand for innovative treatment options is growing too. At Kinship, we're striving to keep beloved animals free from injury and illness.

We also recognize that shifting owner needs are driving up the cost of pet health, putting a strain on veterinary care. We seek to address these issues by making healthcare more affordable, accessible, and personalized to the needs of every pet.

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**ZOETIS
PETCARE**

Things To Know about #VIS2019

Registration Open

Friday, April 5 | 7:30–9:00 am

Upgrading Your Practice Bootcamp
Texas A&M Hotel and Conference Center
Century Ballroom

Friday, April 5 | 6:00–7:00 pm

Reception & Dinner prior to Evening Presentations
Kyle Field – Hall of Champions

Saturday, April 6 | 7:00 am–6:00 pm

Veterinary & Biomedical Education Complex (VBEC)
VENI Commons

Sunday, April 7 | 7:30–11:00 am

Veterinary & Biomedical Education Complex (VBEC)
VENI Commons

Startup Innovation Hall Hours

Saturday, April 6 | 8:00 am–8:30 pm

Sunday, April 7 | 8:00 am–1:15 pm

Wear Your Badge

Don't forget to get your badge when you register and wear it to all Veterinary Innovation Summit programs and events.

Evaluations

We want to hear your feedback! Look for our survey, which will be sent to you via email after the event. Please let us know your thoughts!

Please Remember

No recordings will be permitted in sessions. No children or guests will be permitted in sessions. Please be courteous and silence your mobile devices and laptops before sessions begin.

Internet Access

Complimentary Internet access will be provided throughout the event, but must be renewed on your device(s) each day.

- Connect to the network **TAMU_Visitor** in your device settings.
- Create a 24-hour account at the top of the pop-up page.

- Fill in your name and mobile number, and you will receive a password in an email and text message.
- Use your email and password to log in for the day, from the pop-up page.

Live Streaming

Visit www.veterinaryinnovationsummit.com to be directed to the feed.

Dining Events

Friday, April 6

Continental Breakfast: 7:30–9:00 am

Lunch: 12:30–1:30 pm

Reception & Dinner: 6:00–7:30 pm

Saturday, April 7

Continental Breakfast: 6:30–8:30 am

Lunch: 12:30–1:30 pm

Cocktail Hour: 7:30–8:30 pm

Sunday, April 8

Breakfast: 7:00–8:30 am

Dining in Aggieland

No trip to College Station would be complete without enjoying the delicious food in the area. From mom-and-pop diners to gourmet establishments, you're sure to leave with a full stomach and happy heart. Please see below for restaurant suggestions within close proximity to VIS events.

Fine Dining

[Porter's Dining + Butcher](#)

[The Republic Steakhouse](#) | [Veritas Wine & Bistro](#)

Sit-Down Meals

[Café Excell](#) | [Napa Flats](#) | [Rosa's Café](#)

On The Go

[Fuego Tortilla Grill](#)

[Piada Italian Street Food](#) | [Torchy's Tacos](#)

Whatever your appetite, Bryan/College Station offers a tantalizing menu of restaurants for your dining pleasure. Visit www.experiencebcs.com/restaurants to find a full list of restaurants.

Parking & Shuttles

Friday, April 5 | Parking: 7:00 am–5:00 pm

Valet parking with the Texas A&M Hotel and Conference Center or paid parking in Cain Garage.

[Texas A&M Cain Garage](#) | [Paid Visitor Parking](#)

Friday, April 5 | Parking: After 5:00 pm

Free parking in Lot 62 for Kyle Field – Hall of Champions. [Texas A&M Lot 62](#)

Friday, April 5 | Round-trip Shuttles:

7:00 am–10:00 pm

Shuttle buses will run continuously from 7:00 am to 10:00 pm on Friday from The Stella Hotel, The George and Calvary Court to Texas A&M Hotel and Conference Center during the day and Kyle Field – Hall of Champions for evening events.

Saturday, April 6 | Parking: 7:00 am–10:00 pm

Free parking in Lot 24, Lot 13 and Lot 101. All reserved spaces are 24 hour, and numbered or otherwise designated spaces may not be utilized.

[Texas A&M Lot 24](#)

Saturday, April 6 | Round-trip Shuttles:

6:00 am–9:00 pm

Shuttle buses will run continuously from 6:00 am to 9:00 pm on Saturday from The Stella Hotel, The George, Calvary Court and Texas A&M Hotel and Conference Center to VBEC.

Sunday, April 7 | Parking: 7:00 am–2:00 pm

Free parking in Lot 24, Lot 13 and Lot 101. All reserved spaces are 24 hour, and numbered or otherwise designated spaces may not be utilized.

[Texas A&M Lot 24](#)

Sunday, April 7 | Round-trip Shuttles:

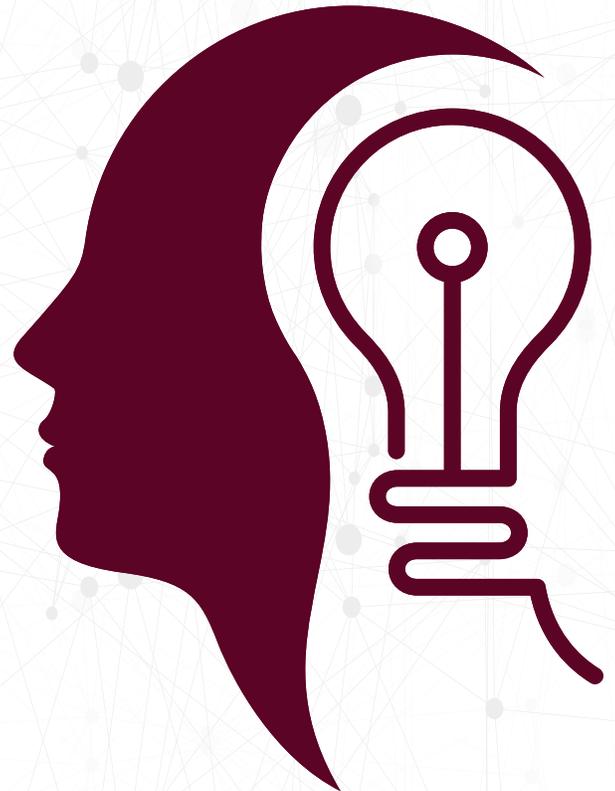
6:30 am–3:00 pm

Shuttle buses will run continuously from 6:30 am to 3:00 pm on Sunday from The Stella Hotel, The George, Calvary Court and Texas A&M Hotel and Conference Center to VBEC.

CE Accreditation & Certificates

The Veterinary Innovation Summit is approved for veterinary continuing education (CE) credits by the Texas A&M College of Veterinary Medicine & Biomedical Sciences (CVM). A veterinarian may earn up to 17 hours of CE credit at the 2019 event. For veterinarians licensed in Texas to receive CE credit, we will have the following procedures in place:

- Attendees will scan their credential to “check-in” for CE at the time of registration.
- Attendees will receive a preprinted checklist in their packets so that they may conveniently record which sessions they attend.
- In order to document attendance at the meetings, in case of an audit by Texas Board of Veterinary Medical Examiners (TBVME), attendees must present BOTH the CE certificate and the session checklist.
- In accordance with the regulations of the TBVME, we may not distribute certificates prior to the end of VIS or until the attendee is leaving the event.
- ***Don't forget to pick up your CE certificate before you leave! CE Certificates are not allowed to be mailed.***



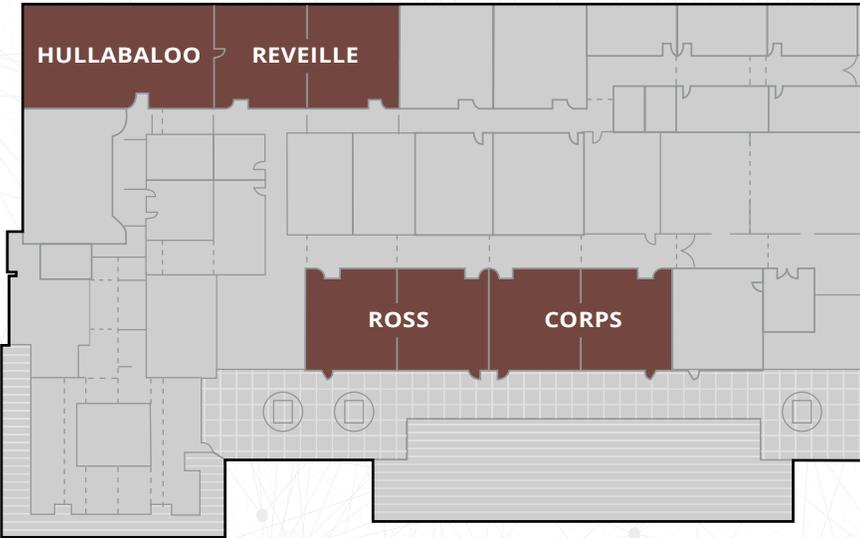
Venue Map ~ Fri., Apr. 5

TEXAS A&M HOTEL AND CONFERENCE CENTER

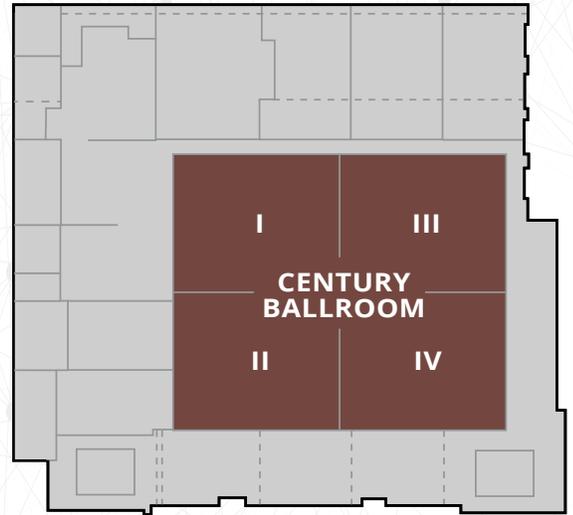
177 JOE ROUTH BOULEVARD | COLLEGE STATION, TX 77840

▲ PARKING GARAGE

2ND FLOOR



1ST FLOOR



JOE ROUTH BLVD

KYLE FIELD

MAP NOT TO SCALE

WELLBORN RD (FM 2154)

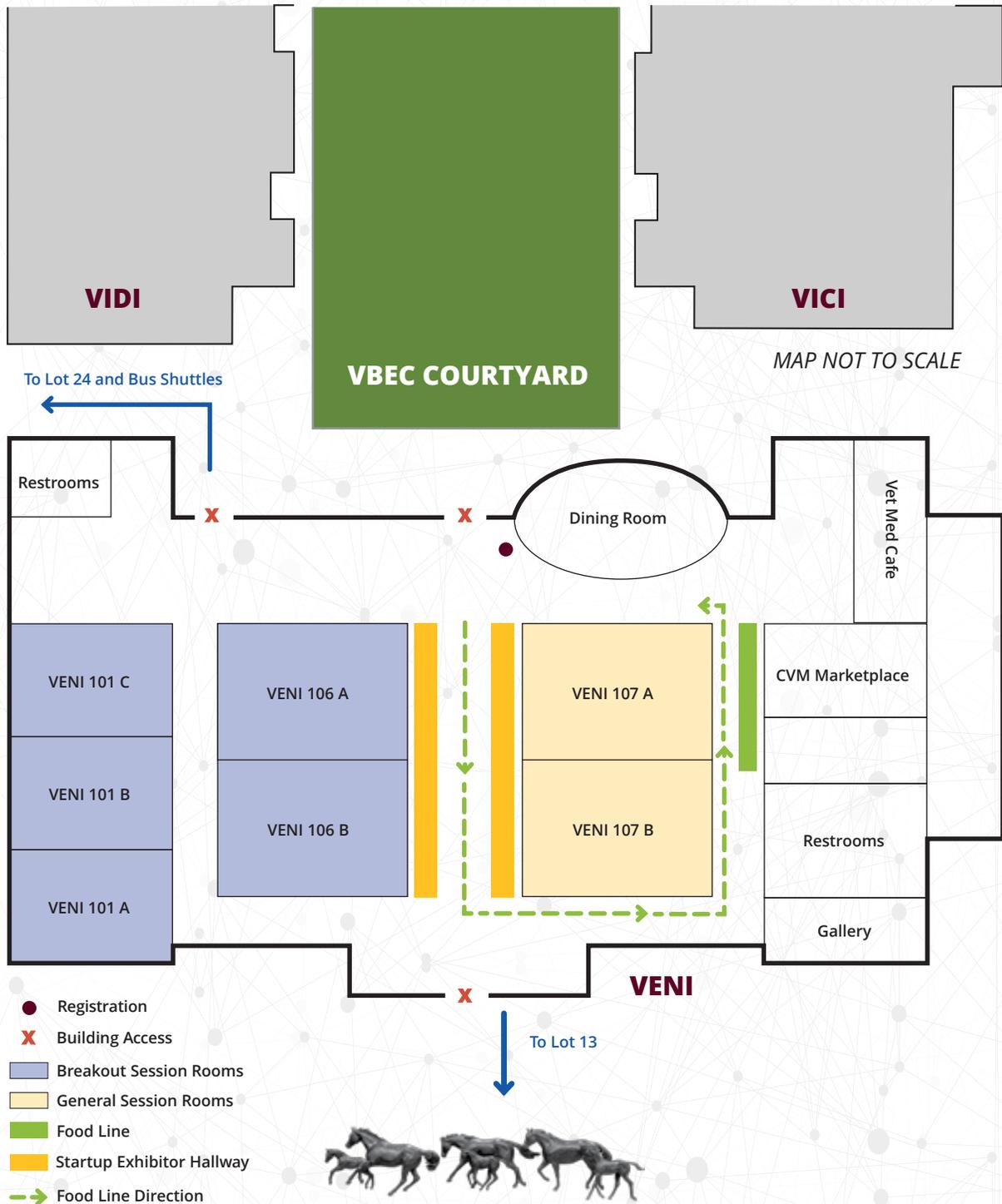
LOT 62
FRIDAY
RECEPTION
& DINNER
PARKING

HALL OF
CHAMPIONS

Venue Map ~ Sat. & Sun., Apr. 6-7

VETERINARY & BIOMEDICAL EDUCATION COMPLEX (VBEC)

660 RAYMOND STOTZER PARKWAY | COLLEGE STATION, TX 77843



RAYMOND STOTZER PARKWAY

Parking Map ~ Sat. & Sun., Apr. 6-7

Innovation Summit

- Free Exhibitor Parking has been provided in highlighted lots AFTER 5 PM Friday thru Sunday evening. Neither NAVC nor the College of Veterinary Medicine will be responsible for ticket or towing expense incurred by any exhibitor representative or conference attendee who does not comply with TAMU parking regulations. No Parking in signed spaces.
- Loading / Unloading Area. No more than 5 vehicles at a time. Volunteers will be available curbside to assist.

For more information about parking on campus and a complete list of university parking rules and regulations, please visit transport.tamu.edu or call (979) 862-PARK (7275).

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RAYMOND STOTZER PKWY (FM 60)

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Friday, April 5, 2019

Texas A&M Hotel and Conference Center – Century Ballroom

7:30–9:00 am **Registration & Continental Breakfast**

Upgrading Your Practice Bootcamp

9:00–9:15 am **Opening Remarks:** Aaron Masseur

9:15–10:45 am **Session 1: Enhancing the Customer Experience** CE Credit:
 Brenda Andresen
 & Dr. Eleanor M. Green, Carl B King Dean of Veterinary Medicine at Texas A&M

10:45–11:00 am **Break** (15 minutes)

11:00–12:30 pm **Session 2: Implementing New Technology** CE Credit:
 Kerri Marshall & Bruce Truman

12:30–1:30 pm **Lunch** (60 minutes)

1:30–3:00 pm **Session 3: Building Team Dynamics & Workplace Culture** CE Credit:
 Kerry O'Hara, Julie Reck & Graham Weston

3:00–3:30 pm **Break** (30 minutes)

3:30–4:15 pm **Breakouts by Topic** CE Credit:
Texas A&M Hotel & Conference Center – 2nd Floor Rooms

*Hullabaloo
Reveille
Ross
Corps*

Customer Experience | B. Andresen & D. Hall
Technology Implementation | K. Marshall & B. Truman
Team Dynamics | K. O'Hara, J. Reck & G. Weston
Veterinary Nurse Retention | G. Armstrong, DJ Cannon & C. Kjeell

5:00–6:00 pm **Break** (60 minutes)

Kyle Field – Hall of Champions

6:00–7:30 pm **Registration & Reception Dinner** *Sponsored by Zoetis*

7:30–9:00 pm **Opening Remarks**
The Future of Food Ryan Bethencourt



Saturday, April 6, 2019

Veterinary & Biomedical Education Complex (VBEC) – VENI 1st Floor Commons

6:30–8:30 am **Registration & Continental Breakfast**

VENI 107 A/B

7:30–8:00 am

Opening Remarks:

President Michael K. Young, Texas A&M University & Dr. Eleanor M. Green, Carl B King Dean of Veterinary Medicine at Texas A&M

8:00–9:00 am

Theme 1: Augmented & Virtual Reality + Imaging *Sponsored by AVMA*

Scott Echols, Mark Lenox & Michael Morehead

CE Credit:

9:00–9:15 am

Break (15 minutes) *Sponsored by AAVMC*

9:15–10:15 am

Morning Breakouts by Topic

CE Credit:

VENI 106A

Innovation in Education | K. Cornell, C. Navas de Solis & E. Scallan

VENI 106B

Veterinary Futures Commission—Upcoming Initiatives | VFC Board Members

VENI 101A

Virtual Care | J. Trimble & R. Tripp

VENI 101B

Global Expansion of the Veterinary Profession | J. Loomans

VENI 101C

Cannabis—An Innovative Look into the Future | S. Cital

10:15–10:30 am

Break (15 minutes) *Sponsored by Hill's Pet Nutrition*

VENI 107 A/B

10:30–11:30 am

Theme 2: Artificial Intelligence + Machine Learning *Sponsored by Elanco*

Jon Iwata & Ken Rotondo

CE Credit:

11:30–12:30 pm

Corporate Innovation Panel | J. Ayers (IDEXX), J. Frederiksen (Mars), M. Hutton (Boehringer Ingelheim), E. McGruder (Elanco) & K. Peck (Zoetis)

CE Credit:

VENI 1st Floor Commons

12:30–1:30 pm

Lunch (60 minutes) *Sponsored by Animal Policy Group*

VENI 107 A/B

1:30–2:30 pm

Theme 3: E-Commerce Fireside Chat *Sponsored by Nationwide*

Kurt Green & Brock Weatherup

CE Credit:

2:30–3:30 pm

Theme 4: Telemedicine

Tom Bohn, Jim Penrod, Ray Pentecost & Lori Teller

CE Credit:

3:30–3:45 pm

Break (15 minutes) *Sponsored by Merck*

3:45–4:45 pm

Afternoon Breakouts by Topic

CE Credit:

VENI 106A

Telemedicine Regulatory Q&A | M. Cushing, J. Penrod & J. Quillivan

VENI 106B

Applying Blockchain to Veterinary Education | J. Johnson & P. Welch

VENI 101A

Activity Monitors in Companion Animal Research | K. Sharon

VENI 101B

Startup Stories—From Ideation to Exit | M. Russell & I. Zakharenkov

VENI 101C

Using Machine Learning to Predict Feline Renal Disease | D. Logan

4:45–5:00 pm

Break (15 minutes) *Sponsored by Purina*

VENI 107 A/B

5:00–6:00 pm

Student Innovation *Sponsored by Boehringer Ingelheim*

Aggies Invent Hackathon Teams & VEA Alumni

6:00–7:30 pm

Startup Pitch Competition *Sponsored by Covetrus*

AnimalBiome, Petriage, Pinpoint Pharma, SKYPaws & Vetology AI

VBEC Courtyard & VENI 1st Floor Commons

7:30–8:30 pm

Cocktail Hour *Sponsored by BabelBark*

Sunday, April 7, 2019

VBEC – VENI 1st Floor Commons

7:00–8:30 am **Registration & Continental Breakfast**

VENI 107 A/B

8:00–9:00 am **Improving Practice with Innovation & the New Face of the Pet Owner** *Sponsored by IDEXX* **CE Credit:**
Jon Ayers

9:00–9:30 am **Pet Insight Project: Measuring Pet's Behavior to Inform How We Care for Them** **CE Credit:**
Aletha Carson

9:30–10:00 am **Break** (30 minutes)

VENI 107 A/B

10:00–11:30 am **Exponential Veterinary Medicine** *Sponsored by Mars Kinship* **CE Credit:**
Daniel Kraft with remarks from Jeannine Taaffe

11:30–11:45 am **Break** (15 minutes)

VENI 107 A/B

11:45–1:00 pm **Exponential Veterinary Medicine** *Sponsored by Mars Kinship* (continued) **CE Credit:**
Daniel Kraft with remarks from Jeannine Taaffe

1:00–1:15 pm **Closing Remarks**
Dr. Eleanor M. Green, Carl B King Dean of Veterinary Medicine at Texas A&M



Association of American Veterinary
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- Canada
- Caribbean Basin
- Europe
- Australia
- New Zealand
- Mexico



#VIS2019 Speaker Biographies

Brenda Andresen

**Chief Strategy Officer,
Stephens & Associates Advertising;
Founding Partner, The Bridge Club**

A connector, collaborator, and confidante who values sincerity and friendship above all else, Brenda has built her career on a belief in the power of mutually beneficial relationships, effective brand positioning and messaging, and a commitment to forward thinking. She is a veterinary industry insider who is well known and well respected across the veterinary profession.

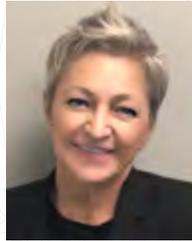
With a history of leadership experience in client-side marketing communications, agency-side account management, non-profit organization, and sales, Brenda brings a unique and three-dimensional approach to marketing strategy to Stephens & Associates. She leads the development of client marketing and business strategy across the agency and seeks, identifies, and implements innovative strategies and solutions while providing leadership, development, and strategic direction for the S&A team.

Brenda is also founding partner of The Bridge Club, the first videoconference-based community created to inspire professionals to connect, engage, learn, and grow through topic-centric 25-minute conversations. Brenda established the "original" Bridge Club to connect veterinary industry friends together and founded the formal business with friend and professional colleague Catherine Haskins. Together, Brenda and Catherine are combining their unconventional ideas and energy to benefit a broad community of professionals.

Glenn Armstrong

Veterinarian

Glenn graduated from OVC in 1992 and has successfully been practicing mixed animal medicine in South Western Ontario. He has ownership in three clinics and



furthering his passion for the business side of Veterinary Medicine completed his MBA at the Richard Ivey School of Business in 2015. After graduation, Glenn's focus has been on strategy development in veterinary medicine with an emphasis on creating structured decision making processes and achieving stakeholder consensus.

Glenn has presented on this topic at several veterinary associations including LAVA, NOVA and the OVMA. He is actively involved in the veterinary community having done a six-year term on the Colleges Complaints Committee and currently serves on the Ontario Veterinary Medical Associations Board of Directors, Economics Committee and Large Animal Issues Committee. His goal for participating in #VIS2019 is to improve the financial wellbeing of all veterinarians.

Jon Ayers (@IDEXX)

**Chairman & CEO,
IDEXX Laboratories**

Jon Ayers is entering his eighteenth year as Chairman and CEO of IDEXX Laboratories. During that time, the company has maintained a focus on pet care, pursuing a strategy of continuous innovation in veterinary diagnostics and software. The company's revenues during Jon's tenure have grown from \$386 million in 2001 to \$2.2 billion in 2018, while the stock price has advanced about 30-fold during this same period. IDEXX (NASDAQ: IDXX) was added to both the NASDAQ 100 and the S&P 500® in early 2017.

IDEXX's growing global workforce of more than 8,000 includes over 700 veterinarians and PhDs who bring a consistent stream of diagnostic and software innovations to the veterinary industry. Recent product introductions include a point of care test for progesterone, and Fecal Antigen Dx® Panel at IDEXX Reference Laboratories uncovering two times the intestinal parasites than the microscope in adult well dog testing. IDEXX's extensive software offerings include both cloud-based and client server applications, with



over 9,000 active PIMS customers and more than 35,000 customers of VetConnect® PLUS. Recently, Smart Flow workflow optimization software joined the IDEXX family.

Outside of IDEXX, Jon enjoys time with his wife and three grown children, and is an avid cyclist. He and his wife recently established a foundation to support the conservation of the 41 felidae species in the wild and the vast landscapes upon which they depend.

Ryan Bethencourt

(@RyanBethencourt)

Co-Founder & CEO,

Wild Earth *(@WildEarthPets)*

Ryan is co-founder and CEO at Wild Earth, a biotech startup developing clean, nutritious and sustainable Pet Food and is backed by some of silicon valley leading investors. He's also a Partner at Babel Ventures, a leading early stage biotech venture capital firm. Ryan has years of experience in leading, building and advising high-growth food and biotechnology companies.

Ryan was previously, co-founder, former Program Director, and Venture Partner at IndieBio and has invested in over 80 early stage biotech startups and served as the head of life sciences at the XPRIZE Foundation.

Ryan focuses on using biology as a technology to solve some of the world's most intractable problems including the future of food, medicine, biological computation, consumer biotech and environmental challenges.



Tom Bohn *(@TheTomBohn)*

CEO, NAVC *(@The_NAVC)*

Tom Bohn became CEO of the NAVC (North American Veterinary Community) in January 2013. He oversees the NAVC's \$24 million budget and more than 60 staff members and 150 seasonal personnel under the direction of the NAVC Board of Directors, including the delivery of products and services to NAVC's growing domestic and international constituents. Working with the Board of Directors and NAVC



staff, Tom supports each group toward growth and achievement of the organization's strategic plan. Tom is a Certified Association Executive (CAE) with over 20 years of experience working with local, state, national and international associations.

Tom has served as the executive director and CEO of several associations, including The Institute of Internal Auditors, ranging from \$2-25 million in revenue representing many different constituencies and professions. He has personally directed all aspects of association management including marketing, event management, membership development, leadership development, conferences, fundraising, certification programs, lobbying and more. He has also led several associations through successful mergers. In addition, he is a nationally recognized association leader whose articles have appeared in leading journals and magazines including the ASAE's Associations Now and Association News Magazine. He has also co-published a peer reviewed academic paper on customer service best practices for associations.

A sought after and dynamic public speaker, Tom has presented to groups large and small and has been a guest on Bloomberg News Radio and Fox Business Channel discussing topics on association management, document management, image to archive, taxation, automation and more. He has an MBA from the University of Central Florida. Tom has an Old English Sheepdog named Winston Churchill and a Golden Retriever named Derby. He lives in Orlando with his son, Hudson, and his wife, Jennifer. He's a huge Springsteen fan and a fan of his son's lacrosse skills!

DJ Cannon *(@Banfield)*

Hospital Leader,
Banfield Pet Hospital

DJ has devoted his life to understanding the inextricable link between humans, animals, and our world. He is currently a hospital leader for Banfield Pet Hospital where he successfully engages teams, develops passionate veterinary leaders, manages budgets and strives for the best quality medical care in each and every patient.



In addition to his full time role, he partners with various organizations such as the Veterinary Information Network, Penn Foster, State Health Departments, One Health CDC, and Medical Volunteer Organizations. He is currently serving as the Vice President-elect for the Virginia Association of Licensed Veterinary Technicians and actively leads strategic planning for the state. He speaks at various conferences on a wide variety of topics and loves to be involved wherever possible.

He graduated from the Blue Ridge Community College's Veterinary Technology program in 2009 and continued his education to complete his Masters of Public Health - Concentrated Infectious Disease Epidemiology at George Mason University in 2017. He recently began a Doctoral program in Public Health focused on Leadership. Professionally, his interests are infectious disease outbreak investigations, leadership, animal health and quality connections.

In his free time, DJ loves to travel on spontaneous adventures with his Australian Shepherd- Dahlia. He lacks the ability to sit in one place and brings to us a wide variety of experiences in academia, small animal practice, zoo medicine, organizational transformation, and lean six sigma operational excellence.

Aletha Carson (@MarsPetcareUS))
Sr. Program Manager,
Digital Health at Connected
Solutions, Mars Petcare



Passionately curious, Dr. Carson graduated with honors from Oregon State University College of Veterinary Medicine in 2006. Drawn home, she started out in a rural equine ambulatory practice. She joined Banfield Pet Hospital in 2008 as an associate veterinarian, becoming a Chief of Staff and opening Banfield's first standalone clinic.

In 2014, she moved to the IT team as a Product Manager focusing on PetWare®, Banfield's electronic medical records system. Inspired by the intersection of technology and pet health, Dr. Carson joined Banfield's Practice of the Future team, a group fully dedicated to creating and testing new, innovative technologies. In

2017, she moved to the Digital Health team in a new business unit for Mars Petcare, Connected Solutions.

She envisions technology as a way to help solve some of the hard problems facing veterinarians in practice today and enjoys working at the junction of new technologies and veterinary medicine. Grounded by years of clinical practice, she enjoys sorting out the practical application of big data and finding solutions for what matters to "me and my pets" – namely, how to provide top-notch, technologically-guided care with a compassionate human touch. Excited for the future, Dr. Carson currently serves as the project manager for the Pet Insight Project, a joint research collaboration between Banfield and Whistle.

When not at work hanging out with Sandy, her German short-haired pointer, Dr. Carson can be found at home with her family or sneaking off to the deep woods on one of her six horses.

Stephen Cital (@StephenCital)
Registered Veterinary Technician,
Silicon Valley Veterinary Specialists



Stephen originally started college to become a registered human nurse but did not enjoy working with humans as patients. Instead, Stephen became an RVT and then obtained certification as a Surgical Research Anesthetist through the Academy of Surgical Research followed by the designation of a Registered Laboratory Animal Technician through the American Association of Laboratory Animal Science soon after. Most recently he became one of the first Veterinary Cannabis Counselor Specialists in the country while continuing to educate veterinary professionals on safe and effective use of cannabis in the clinical setting.

Stephen is the Executive Director for the Academy of Laboratory Animal Veterinary Technicians and Nurses, holding a VTS credential in Research Anesthesia. His regular daytime position is at Silicon Valley Veterinary Specialists, as well as a private contractor for several research organizations and two local zoo's.

He occupies his remaining time writing book chapters, is a column coordinator for one of Nature's journals, blogs and lectures internationally. He enjoys teaching and serves on advisory boards for local Vet Tech colleges, is on the Aratana Technician Council of Pain Experts, is a consultant for Veterinary Cannabis, LLC., ElleVet Sciences and Beryl Therapeutics, COO for the Veterinary Anesthesia Nerds and Veterinary Cannabis Academy Facebook and webpages.

Stephen has served as the President for the Society of Laboratory Animal Veterinary Technicians, Vice President for the California RVT Association and member at large for the National Association of Veterinary Technicians in America. Stephen is currently the Chair-elect for the Committee of Veterinary Technician Specialties.

Karen Cornell (@tamuvetmed)
Associate Dean for Professional Programs, Texas A&M College of Veterinary Medicine & Biomedical Sciences

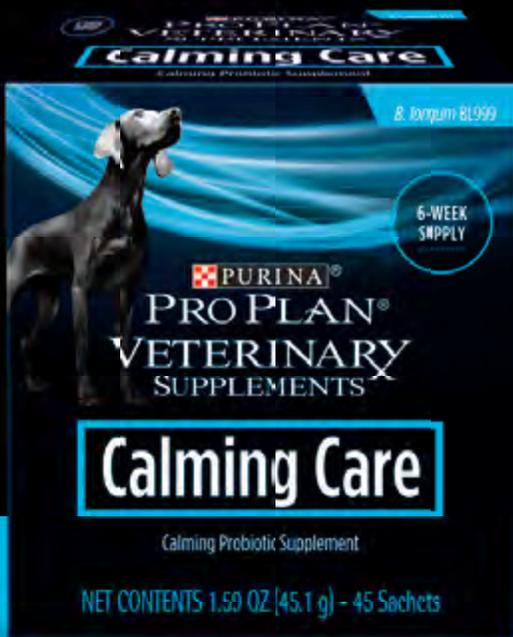


Dr. Cornell is a professor, the Earline & A.P. Wiley Endowed Veterinary Chair, and the Associate Dean for Professional Programs at the Texas A&M College of Veterinary Medicine and Biomedical Sciences. Dr. Cornell graduated from Purdue's School of Veterinary Medicine and after two years in private practice returned to Purdue where she completed an internship, small animal surgery residency and Ph.D. She joined the faculty at Texas A&M in 2016.

Karen is a Diplomate of the American College of Veterinary Surgeons (ACVS) and currently a member of its Board of Regents. She is a soft


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*McGowan, R. T. S. (2016). "Oiling the brain" or "Cultivating the gut": Impact of diet on anxious behavior in dogs. Proceedings of the Nestlé Purina Companion Animal Nutrition Summit, March 31-April 2, Florida, 91-97.

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tissue surgeon with interests in communication skills training for veterinary professionals, teaching methodologies, and reconstructive surgery.

She is a two-time recipient of the Carl Norden-Pfizer Distinguished Teaching Award and in 2011 she was named a Josiah Meigs Distinguished Teaching Professor, the highest award for teaching at UGA. Karen became involved with communication training in 2003, when she was a participant in the first Bayer Communication Project train-the-trainer program for veterinary faculty. She has served as a trainer for each of the subsequent annual veterinary faculty courses offered by the Institute for Healthcare Communication.

Mark L. Cushing (@cushingapg)
Founding Partner,
Animal Policy Group

A long-time political strategist, lobbyist, corporate executive and former litigator, Mark focuses his advocacy practice on providing high-level strategic advice, state and Federal lobbying, and consulting services to clients with needs at any level of government, and key trade/industry associations in the U.S., Canada and Mexico. He maintains offices in Portland, OR; Scottsdale, AZ; Knoxville, TN; and Washington, DC.

Mark is the Founding Partner of the Animal Policy Group, LLC. Since 2004 he has specialized in animal health, animal welfare, veterinary and veterinary educational issues, developing a cutting-edge practice across these sectors. He also serves as University Counsel and VP of Public Affairs at Lincoln Memorial University in Harrogate, TN and Policy Advisor to the Center for Animal Health in Appalachia.

Mark is a frequent speaker at veterinary medicine and other animal policy-related conferences. He is a professor at the LMU Duncan School of Law, a prior adjunct faculty member in Animal Law at the Lewis & Clark Law School in Portland, and a visiting lecturer at the University of Oregon School of Law. He is an honors graduate with distinction from Stanford University and the Willamette University College of Law.



Scott Echols (@spotdvm)
Co-Founder & Avian Specialist,
Avian Mobile Surgical Services

M. Scott Echols, DVM, Dipl ABVP is an avian specialist living in Salt Lake City, Utah. As the Co-founder of Avian Mobile Surgical Services (Medical Center for Birds), founder of Avian Studios, LLC (www.avianstudios.com) and Scarlet Imaging (www.scarletimaging.com) and co-director of The Grey Parrot Anatomy Project (www.avianstudios.com/the-grey-parrot-anatomy-project), Dr. Echols keeps busy practicing, teaching, lecturing, writing, consulting and researching throughout the US and abroad.

Dr. Echols is an Adjunct Professor and Distinguished Alumnus of Texas A&M College of Veterinary Medicine. He has also served as a Past President of the Association of Avian Veterinarians and has received the 2005 T.J. Lafeber Avian Practitioner of the Year Award and the 2007 Texas Veterinary Medical Association Non-Traditional Species Practitioner of the Year Award.



Jesper Frederiksen
(@MarsPetCareUS)
Chief Information Officer,
Mars Veterinary Health Group

Jesper Frederiksen joined Banfield in October 2017, as the Senior Vice President and Chief Information Officer (CIO). In January 2019, he moved into a newly created role of CIO of Mars Veterinary Health Group.

During his tenure at Banfield, Jesper provided overall leadership and direction to all areas of the Information Technology organization, led organizational changes that position Banfield for growth, established an IT strategy and delivered important cultural shifts in digital and innovation across the Banfield enterprise.

In his current role, he is responsible for developing key business relationships within Mars and the industry to build a strong IT and digital community, while playing a critical role in building the infrastructure that will support ambitions for a seamless and accessible network of care.



On the personal side, Jesper earned a mathematics degree from Vordingborg State College in Denmark. He and his wife, Annika, have two children and a Cockalier named Jacob. They reside in Portland, OR. Jesper is an avid cyclist. He and his family also enjoy spending time exploring the Pacific Northwest.

Dr. Eleanor M. Green
(@tamuvetmed)

**The Carl B. King Dean
of Veterinary Medicine,
Texas A&M College
of Veterinary Medicine
& Biomedical Sciences**



Dr. Eleanor M. Green is a Diplomate of the American College of Veterinary Internal Medicine (ACVIM) and the American Board of Veterinary Practitioners (ABVP).

She received a Bachelor of Science (BS) in Animal Science from the University of Florida and a Doctor of Veterinary Medicine (DVM) from Auburn University. She established a veterinary practice in Mississippi as partner/owner. She became a founding faculty member of the College of Veterinary Medicine at Mississippi State University.

Her academic appointments have included: equine faculty member at University of Missouri; head of the Department of Large Animal Clinical Sciences and director of the large animal hospital at the University of Tennessee; chair of the Department of Large Animal Clinical Sciences and the Chief of Staff of the large animal hospital at the University of Florida.

Dr. Green has found many avenues for service, both in her profession and in her community. She has served as president of four national organizations, the American Association of Equine Practitioners, the American Board of Veterinary Practitioners, the American Association of Veterinary Clinicians, and the Association of American Veterinary Medical Colleges. She is the first woman president of the former three national organizations. She has contributed actively to numerous veterinary and animal industry organizations, including the Boards of Directors of the North American Veterinary Medical Education

Consortium, American Quarter Horse Association, Florida Quarter Horse Association, the National Cowgirl Museum and Hall of Fame, and the NAVC Veterinary Innovation Council. She has been a member of the AQHA Animal Welfare Commission since its inception, currently serving as chair. She just completed a term as chair of the AQHA Public Policy Committee. She is also chair of the AVMA-AAVMC Veterinary Futures Commission. She has been active in her community as a member of Rotary International, having served as President of the Rotary Club of Gainesville. She has volunteered time to various student and youth groups, such as 4-H and gifted student programs.

Her awards include: 2004 Award of Distinction from the University of Florida College of Agriculture and Life Sciences, 2011 Wilford S. Bailey Distinguished Alumni Award from Auburn University, 2012 Women's Progress Award for Administration, induction into the National Cowgirl Hall of Fame in 2013, and 2015 Distinguished Achievement Award for Administration at Texas A&M University.

Dr. Green has a special interest in the future of veterinary medicine and the innovations that will help ensure a thriving profession.

Kurt Green (@vetsource)
President & CEO,
Vetsource



Kurt serves as President and CEO of Vetsource. Kurt joined the company in 2007 when Sequoyah Technologies, a company he founded in 1999, merged with Vetsource pre-revenue. Prior to founding Sequoyah Technologies, Kurt served as CEO of Cimcase International, as well as holding several management positions with Fortune 100 firms within the information technology industry.

When Kurt is not working at Vetsource, he enjoys an active outdoors lifestyle in the Pacific Northwest, especially golf. He has two Miniature Australian Shepherds: Gabriel, a red solid, and Gideon, a red merle.

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David Hall (@GeniusVets)
Founder, theSEOeffect.com
Director of Digital Marketing,
GeniusVets



David founded theSEOeffect.com, an online training resource for digital marketing agencies, and has acted as the Director of SEO strategy for four top digital agencies. David has delivered incredible results for clients ranging from local and regional businesses to global Fortune brands. He now directs the development of the digital marketing toolset used by GeniusVets to help top veterinarians grow their practices.

Michael Hutton (@boehringerus)
Head of Pet Vet Marketing,
Boehringer Ingelheim Animal
Health, Inc.



Mike leads the U.S. marketing team in the creation of strategies and tactics to maximize sales and income across the entire Pet Vet franchise

Mike joined Boehringer Ingelheim (with Merial) in 1998 as the Head of Marketing for New Zealand. He has since held various global and local marketing roles in France and the U.S., as well as Country Head of Canada.

Mike is originally from New Zealand where he grew up on a sheep and crop farm. He holds a Bachelor of Commerce degree from Lincoln College, University of Canterbury.

Jon Iwata (@coastw)
Executive Fellow,
Yale School of Management



Jon Iwata is former IBM Senior Vice President and Chief Brand Officer and now Executive Fellow at Yale School of Management. He received this appointment upon his retirement from IBM in 2018, capping a 34-year career with the company.

Jon led IBM's global marketing, communications and corporate citizenship organization for nearly a decade and chaired IBM's corporate strategy committee for three years. As IBM's marketing

leader, he led a significant digital transformation. The global marketing team adopted agile and design methods and implemented a modern technology stack and performance marketing practices. IBM's brand is one of the most valuable in the world, a status enhanced by brand platforms that express IBM's purpose and point of view on technology's impact on business and society. Jon is the architect of several of these platforms: e-business, when the Internet was emergent; Smarter Planet, which described how all systems —from power grids and supply chains to healthcare and cities —would be transformed by the phenomenon of data; and Watson, which heralded the era of Artificial Intelligence.

Jon reported to three IBM CEOs during two decades of significant transformation of the information technology industry, global business and geopolitics. He maintains a relationship with IBM as Senior Advisor to Ginni Rometty, IBM Chairman, President and Chief Executive Officer.

In addition to his fellowship at Yale, Jon is a trustee of Cooper Hewitt, Smithsonian Design Museum, and a director of the Ladies Professional Golf Association. Jon is an inductee of the Marketing Hall of Fame, the CMO Club Hall of Fame and the Page Society Hall of Fame, which honors lifetime achievement in business communications. He was named a Brand Genius by AdWeek in 2017. Jon holds a B.A. from the School of Journalism and Mass Communications at San Jose State University. He is co-inventor of a U.S. patent for nanotechnology for semiconductor design and fabrication.

Jason Johnson (@LMUtweets)
Vice President & Dean,
College of Veterinary Medicine,
Lincoln Memorial University



Dr. Jason Johnson is the Vice President and Dean of Lincoln Memorial University-College of Veterinary Medicine, where he is one of the 8 founding faculty members of the 30th veterinary school in the USA. Dr. Johnson is also the founder and Executive Director of the Center for Animal and Human Health in Appalachia (CAHA) whose

aim is to improve the animal health and human health of the Appalachian region.

He currently serves on the Legislative Advocacy Committee representing AAVMC, and serves the Society for Theriogenology in the AVMA House of Delegates. He was recently selected to be one of eight persons in the USA on the joint AVMA/AAVMC Veterinary Futures Commission. He has been honored to receive numerous awards including honorary diplomate status recognition by The American Society of Epidemiologists, Auburn Young Achiever Award, AVMA Future Leaders, Veterinary Business News top 25 vets to watch in our 25th year, Ron Taylor Excellence in Teaching Award and the East Alabama VMA Leadership Award. He has delivered keynotes and been on over 70 papers, presentations and abstracts.

Johnson is a 2003 graduate of the Auburn University College of Veterinary Medicine and a diplomate in the American College of Theriogenologists. He was a private practitioner for years, after which he completed a three-year residency at Auburn University in theriogenology, while earning a master's degree. Dr. Johnson is a native of Luverne, Alabama. He is married to his wonderful bride of fifteen years, Jennifer, and they have a ten-year-old son, Elijah.

Christine Kjeell

**Head of Hospital Operations,
Modern Animal; Owner,
Seashell Consulting, LLC**

Christine Kjeell has enjoyed 20 plus years of working in diverse settings within the veterinary industry, from kennels, to Licensed Veterinary Technician and Hospital Director/Hospital Owner of a small, specialty practice startup.

Utilizing lean startup methodology, she managed Aspen Meadow Veterinary Specialists through its rapid growth and transformation into a large successful hospital with two locations. Realizing the need to increase her business skills to further develop the practice, Christine returned to school and received her MBA from Colorado State University. Post MBA, she guided the practice through the M&A



process before eventually stepping away to work with the Veterinary Entrepreneurship Academy as Program Manager and assist with the Veterinary Innovation Council.

Her professional time is now occupied by Modern Animal, a company that is redesigning current practice models to address the issues of wellness, efficiencies and client experience. She still appreciates working with small businesses and continues to help practices grow through her company, Seashell Consulting, LLC.

When not working, she'll be outside playing with her two wonderful children and crazy supportive husband...and maybe a dog or two.

Daniel Kraft (@daniel_kraft)

**Chair for Medicine,
Founder & Chair for
Exponential Medicine,
(@ExponentialMed)
Singularity University
(@SingularityU)**



Daniel Kraft is a Stanford and Harvard trained physician-scientist, inventor, entrepreneur, and innovator. With over 25 years of experience in clinical practice, biomedical research and healthcare innovation, Kraft has served as Faculty Chair for Medicine at Singularity University since its inception in 2008, and is the Founder and Chair of Exponential Medicine, a program that explores convergent, rapidly developing technologies and their potential in biomedicine and healthcare. Following undergraduate degrees from Brown University and medical school at Stanford, Daniel was Board Certified in both Internal Medicine & Pediatrics after completing a Harvard residency at the Massachusetts General Hospital & Boston Children's Hospital, and fellowships in hematology, oncology and bone marrow transplantation at Stanford.

He has multiple scientific publications and medical device, immunology and stem cell related patents through faculty positions with Stanford University School of Medicine and as clinical faculty for the pediatric bone marrow transplantation service at University of California San Francisco. Daniel is a member of the Kaufman Fellows Society



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A photograph of a brown and white cow and a white dog looking at each other through a wire fence. The cow is on the left, and the dog is on the right. The background is a blurred outdoor setting with green grass and a building.

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(Class 13) and member of the Inaugural (2015) class of the Aspen Institute Health Innovators Fellowship.

He is the inventor of the MarrowMiner, an FDA approved device for the minimally invasive harvest of bone marrow, and founded RegenMed Systems, a company developing technologies to enable adult stem cell based regenerative therapies. Daniel is an avid pilot and has served in the Massachusetts and California Air National Guard as an officer and flight surgeon with F-15 & F-16 fighter Squadrons. He has conducted research on aerospace medicine that was published with NASA, with whom he was a finalist for astronaut selection.

Mark W. Lenox

(@QTbreasthealth)

**Chief Technology Officer,
QT Ultrasound**

Dr. Mark W. Lenox has been involved in medical imaging for over 25 years. He holds a BS degree from Arizona State University in Systems Engineering, a Masters in Electrical Engineering from Texas A&M and a PhD in Computer Science from the University of Tennessee.

He started working in the medical device industry in 1991 at CTI-PET Systems (later Siemens Molecular Imaging) as a member of the engineering team that commercialized the first PET and PET/CT scanners and he holds a several significant patents in that area. He led the high performance group at CTI for many years and was responsible for the High Resolution Research Tomograph (HRRT) neuro PET program that enabled substantial advances in Alzheimer's and Parkinson's research as well as the Inveon microPET and microPET/CT systems that dramatically improved how new drugs were developed. His system designs in the PET arena are heavily utilized at the most advanced medical research facilities worldwide.

He joined Texas A&M as Director of Imaging for the Texas A&M Institute for Preclinical Studies in 2009 where he worked on cardiac imaging problems in CT and MRI.

He joined QT Ultrasound in 2014 and presently



serves at Chief Technology Officer, responsible for technology innovation. In the past year QT received FDA clearance for their quantitative transmission ultrasound breast imaging products, a new paradigm in breast cancer detection, and is now in the process of commercializing those systems to bring a new level of healthcare to all women.

Darren Logan *(@darrenlogan)*

Head of Research, WALTHAM

Centre for Pet Nutrition,

(@waltham_science)

Mars Petcare

Darren Logan is Head of Research at The WALTHAM Centre for Pet Nutrition, the home of fundamental science within Mars Petcare. He leads a team of approximately 80 scientists and veterinarians who undertake programmes of research to improve the health and wellbeing of cats, dogs, fish, horses and the people who own them.

Darren holds a PhD in Genetics from the University of Edinburgh, and undertook postdoctoral training at the Scripps Research Institute. Prior to joining Mars he was an assistant Professor at the Wellcome Sanger Institute, where he conducted research into the genetic basis of smell and taste.



Adam Little *(@exponentialvet)*

Veterinarian, Entrepreneur

& Animal Health Advocate

Dr. Adam Little works at the intersection of accelerating technologies and veterinary medicine. His career has spanned areas of focus ranging from artificial intelligence to telemedicine to connected devices.

He is the co-founder of FuturePet, a startup focused on improving access to care for pets and those that love them. With its acquisition of GoFetch, FuturePet now operates Canada's largest pet services marketplace which helps thousands of pet owners from coast to coast access boarding, daycare, and dog sitting. They recently launched GoFetch Health, a subscription



healthcare service, which provides owners with the most affordable and convenient way to access vet care by partnering with local veterinary practices.

He served as the first ever Director of Innovation & Entrepreneurship for Texas A&M College of Veterinary Medicine & Biomedical Sciences where he spearheaded such initiatives as the Veterinary Innovation Summit and the Veterinary Entrepreneurship Academy and currently holds an adjunct faculty appointment.

Dr. Little holds a Doctor of Veterinary Medicine degree from the Ontario Veterinary College and was the first veterinarian to complete the Graduate Studies Program at Singularity University. He is a past Board member of the Ontario Veterinary Medical Association and Veterinarians Without Borders and currently serves on the Board of Directors with the Catalyst Council and the Vet Futures Commission.

Joop Loomans (@OculusInsights)
Co-Founder & Owner,
Oculus Insights



Joop Loomans graduated at the Veterinary Faculty of Utrecht University the Netherlands in 1988. The first thirteen years of his career he was an associate and later partner in an eight vet mixed practice in the east of the Netherlands. His main field of interest was equine and large animal practice with a special focus on management.

In 2001, Joop was asked to join the Department of Equine Sciences at Utrecht University to lead and grow the Equine Clinic. Another mission was to perform scientific research on the social and economic situation of equine veterinarians, including market research in the field of (semi) professional horse owners.

Together with Bob Magnus and Mike Pownall, Joop is owner of Oculus Insights. This is the global provider of veterinary business education and management consulting. Oculus Insights provides targeted, actionable knowledge and materials to help transform businesses based on the academic and clinical background of the founding partners and their global network. Thus, global industry

and business knowledge is available tailored and applied to local situations.

The educational events provide industry-focused programs and content built around the needs and schedules of veterinarians and practice managers. The management services focus on practical insights and solutions that make an immediate and long-term positive impact.

Kerri Marshall (@kerrimarshall13)
Chief Veterinary Officer,
BabelBark (@BabelBark)



Dr. Kerri Marshall is a second-generation veterinarian who focuses on veterinary innovation.

After 10 years of practice, Dr.

Marshall joined the founding management team at Banfield Pet Hospitals® and served as Director of Operations and Sr. Director of Informatics. In 2011, she joined Trupanion® as chief veterinary officer and is the inventor on the patented software Trupanion Express®. Currently, Dr. Marshall is chief veterinary officer, board member and investor at BabelBark®--a unique software platform creating a digital ecosystem connecting pet parents to all their pet care services and providing a virtual care platform for veterinarians. In 2018, she was honored to receive the NAVC Veterinary Innovation Council's first ever award for Veterinarian Innovator of the Year.

Aaron Masecar
(@aaronmasecar)
Assistant Director – Education,
Translational Medicine Institute
at Colorado State University



Dr. Aaron Masecar recently moved to Colorado and took a

position as the Assistant Director – Education of the Translational Medicine Institute at Colorado State University. Prior to that, he was the Senior Vice President of Learning at NAVC, the Executive Director of the Veterinary Innovation Council, Adjunct Faculty at the Texas A&M College of Veterinary Medicine & Biomedical Sciences, and a founder of two consulting companies.

While at Texas A&M, he helped to establish the

Office of Veterinary Innovation & Entrepreneurship with Dr. Adam Little and Dr. Eleanor M. Green. Two of the most prominent accomplishments from that office include the Veterinary Innovation Summit and the Veterinary Entrepreneurship Academy—programs that help spur new ideas and train future veterinarians to run successful, lean operations.

The time at the Veterinary Innovation Council helped to produce a new understanding of telemedicine that empowered veterinarians to utilize virtual tools to reach more clients and provide stable revenue streams for clinics. Up until Aaron transitioned into the veterinary space in 2016, he spent his undergraduate, master's, and PhD in philosophy working on a deeper understanding of habits—how sometimes we have habits and sometimes habits have us.

When Aaron is not working on building Continuing Education programs for veterinarians, you can find him, his wife, and two dogs hiking up in the Colorado mountains.

Edward McGruder

(@edward_mcgruder)

Head of Alternative Innovation Research & Development, Elanco Animal Health *(@Elanco)*

Dr. McGruder has served the animal health pharmaceutical industry for the past 24 years where he has transformed innovation from the white board to the Board Room. He currently serves as Head of Alternative Innovation R&D at Elanco Animal Health. His Elanco career started in 1994, and since that time, he has held several senior leadership roles in Discovery and Development R&D. These roles have led to a number of global product approvals in the US and abroad.

In 2002, Dr. McGruder spent three years leading an animal health life sciences company that was a spin-out of Baylor College of Medicine in Houston, TX. His Doctor of Veterinary Medicine degree was conferred in 1992. His Ph.D. in Immunology-Microbiology was conferred in 1994. Both degrees were obtained at Texas A&M University.

In the past five years, he has served on several boards. These have included the Abundant Grace



International Fellowship church board, Centric Indy, Texas A&M University College of Engineering Board (Vice-Chairman) and Sub-committee on Commercialization & Entrepreneurship (Chairman), the Brendonwood Association (Vice-President) the Shanghai American Football League Board (which was associated with NFL China), and the Tocqueville Council for the United Way of Central Indiana (Vice-Chairman). He has been married for 25 years to Patricia, and has 2 sons; Donovan, 19 years old, and Chandler, 17 years old.

Michael Morehead

(@michael_syglass)

Co-Founder & CEO, syGlass *(@syGlassVR)*

Michael Morehead is the cofounder and CEO of syGlass, a small software startup focused on visualization and annotation of very large volumetric data sets in virtual reality. He holds a Masters of Science in computer science and spent six years embedded in the Spiro neurosciences lab working on various research topics, including image processing, 3D segmentation, and applying shape-context machine learning to neuron morphology.



Cris Navas de Solis

(@tamuvetmed)

Clinical Assistant Professor, Texas A&M College of Veterinary Medicine & Biomedical Sciences

Cris Navas received his veterinary degree from the UCH-CEU University in Valencia, Spain, his PhD from UAB, Barcelona, Spain, and his Masters of Veterinary in Clinical Medicine from the University of Illinois. He completed a residency in Equine Internal Medicine (University of Illinois) and a fellowship in Cardiology and Ultrasound (University of Pennsylvania). He has been a Diplomate of the American College of Veterinary Internal Medicine (ACVIM), since 2009. Before starting formal Internal Medicine training, he worked in equine ambulatory practice.

Dr. Navas joined the Large Animal Clinical



Sciences department at Texas A&M as a Clinical Assistant Professor in 2015. Dr Navas' clinical activity and research focuses on equine ultrasound and cardiology. He has developed several innovative teaching materials related to cardiology and ultrasound and has written 31 peer-reviewed journal articles and 3 book chapters. Dr. Navas received the 2018 Juan Carlos Robles Award, the 2017 Best Scientific Poster at the International Network of Equine Science Meeting, and the 2007 University of Illinois VTH Golden Oar (Hospital Service) Award.

Kerry O'Hara (@Nationwide)
Director of Research, Data & Strategy, Nationwide

As a consumer insights specialist, Dr. Kerry O'Hara has a remarkable combination of expertise and education, and she is truly passionate about her chosen field—Business Research, Data Analytics, and Strategy Development. Dr. O'Hara has a dual doctorate in Industrial-Organizational and Clinical Psychology and has developed the keen ability to understand the complexities of organizational landscapes to conceptualize and effectively design forward-thinking projects aimed at driving strategic decision-making.

She has over 25 years of applied B2B, B2C, and B2B2C research and analytics experience, and has worked both on the client and consulting side with such diverse companies as Nationwide, HP, The Walt Disney Company, Microsoft, HealthCare Partners, The Getty Museum, the County of San Diego, and Neiman Marcus. Three of these organizations are in Interbrand's 2019 Top-20 Best Global Brands, so she understands how complex domestic and international landscapes are to the effective differentiation and success of a brand.

Dr. O'Hara has been adjunct faculty at many universities, including UCSD, SDSU, Chapman College, National University, and Alliant International University. Building the minds and capabilities of others is a key personal driver, especially in the areas of Statistics and Psychology. She has a career invested in building brands,



building the emotional connections of customers and gatekeepers to these brands, and leading data-driven departments to ensure decisions are made from a complete fact base.

Kristin Peck (@ZoetisUS)
Executive Vice President & Group President, U.S. Operations, Business Development & Strategy, Zoetis



In this role, Ms. Peck manages the livestock and companion animal businesses in the United States, overseeing the company's largest market of nearly \$2.9 billion in revenue. In 2018, Ms. Peck also became group president at Zoetis, adding the corporate strategy and business development functions in her expanded role.

Previously, Ms. Peck was group president at Zoetis, responsible for Global Manufacturing and Supply, Global Poultry, Global Diagnostics, Corporate Development, and New Product Marketing and Global Market Research. Before joining Zoetis, Ms. Peck served as executive vice president, Worldwide Business Development and Innovation at Pfizer Inc. and as a member of Pfizer's Executive Leadership Team. In this role, she was responsible for Pfizer's merger and acquisition, licensing, venture capital, alliance management and innovative business model activities. She was also responsible for the evaluation of strategic alternatives for Pfizer's Animal Health and Nutrition businesses.

Prior to joining Pfizer, Ms. Peck held roles at The Boston Consulting Group (BCG) as well as in private equity and real estate finance at The Prudential Realty Group, The O'Connor Group and J.P. Morgan.

Ms. Peck is a member of the Thomson Reuters' Board of Directors and serves on the Human Resources and Governance Committees. In addition, she is a member of the Advisory Board for the Deming Center for Quality, Productivity and Competitiveness at Columbia Business School. As a recipient of the 2019 Feather in Her Cap Award, she has been recognized for her leadership and contributions to the animal health industry, and



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her work in mentoring women and helping them advance their careers in animal health.

Ms. Peck holds a bachelor's degree from Georgetown University and a Master of Business Administration from Columbia Business School.

James T. Penrod (@aavsb)
Executive Director,
American Association
of Veterinary State Boards



James T. Penrod, CAE, FASLA, joined the American Association of Veterinary State Boards (AAVSB) in August, 2015 as its Executive Director. The AAVSB is a 501(c)(3) non-profit organization whose mission is to support and advance the regulatory process for veterinary medicine. The membership of the AAVSB consists of 62 jurisdictions representing all of the United States and the District of Columbia, Puerto Rico, the U.S. Virgin Islands, and nine Canadian provinces. Prior to joining the AAVSB, Jim worked with state and provincial regulatory boards while employed with the Council of Landscape Architectural Registration Boards, in Reston, Virginia, since 1991.

Jim is a past chair of the Certified Association Executive (CAE) Commission and also served as a member of the examination committee for the program prior to his service on the Commission. The CAE program is designed to elevate professional standards, enhance individual performance, and designate association professionals who demonstrate the knowledge essential to manage an association in today's challenging environment.

While at CLARB, Jim received the CLARB Presidential Recognition Award for outstanding and tireless service to the Council in its efforts to protect public safety and welfare through leadership and innovative strategic management of the profession's licensure exam. He was honored by the American Society of Landscape Architects when he was elected to be a Fellow of the association in 2010 for his leadership and management within the profession. In 2018, Jim received the Distinguished Association Executive Award from the Kansas City Society of Association

Executives (KCSAE).

Ray Pentecost (@TAMUARCH)
Director & Professor of Practice,
Texas A&M Center for Health
Systems & Designs



Dr. Ray Pentecost is the Director of the Texas A&M University Center for Health Systems & Design, based one half each in the College of Architecture and the College of Medicine, and holds the Ronald L. Skaggs and Joseph G. Sprague Chair of Health Facilities Design.

Ray is a Past President of the International Academy for Design & Health in Stockholm, a Past President of the American College of Healthcare Architects, and a two-time Past President of the AIA Academy of Architecture for Health. In 2012 Ray was one of only eight individuals named to Healthcare Design Magazine's list of "The Most Influential People in Healthcare Design."

Ray trained in architecture at the Rice University College of Architecture, and public health at the University of Texas, School of Public Health, both in Houston.

Jessica Quillivan (@TBVME)
Founder & Veterinarian,
Emergency Pet Care of Texas



Dr. Jessica Quillivan is a 1999 graduate of the Texas A&M College of Veterinary Medicine & Biomedical Sciences. She founded Shady Brook Animal Hospital in 2004, and Emergency Pet Care of Texas in 2014.

She has served on the Board of Directors for AAHA, as well as AAHA's Animal Ethics and Welfare Committee. She currently serves as AAHA's Alternate Delegate to the AVMA Animal Welfare Committee. She has served as Vice President of her local Montgomery County VMA and currently is the presiding officer of the TBVME.

Julie Reck
Co-Founder & Chief
Veterinary Officer, Aspire

Dr. Reck is a veterinarian with passion for creating new communication avenues with pet owners. In 2010, Dr. Reck published *Facing Farewell*, a book dedicated to providing pet owners with information to assist them with making difficult end of life decisions for their pet. *Facing Farewell* was awarded the Maxwell Medallion of Excellence for the best book in pet care and health by the Dog Writers Association of America at the 2010 Westminster Dog Show.

Dr. Reck is the co-founder and Chief Veterinary Officer for Aspire, which provides online leadership and management training to the veterinary profession. She volunteers her time to serve on the executive council for Fear Free where she advocates for independent practice owners.



Ken Rotondo (@DrKenRotondo)
President,
Mind Genomics Advisors
(@MindGenomics)

Ken Rotondo is an authority on consumer experience engineering, client/patient communication, and empirical messaging insights. He has served on the Advisory Counsel to the Dean at the Veterinary College, Cornell University, is a Past President of the New York State Veterinary Medical Society, and represented New York to the AVMA.

Currently he is an annual guest lecturer at the Wharton Business School, RPI Lally School of Business, Villanova, Cornell University and Skidmore College. He serves on the Canadian Bio-Alliance Mentoring Board, the AVMA "Futures Commission", and several not-for-profit boards.

As President of Mind Genomics Advisors he has presented at IBM Watson Conference, IBM THINK, Social Media Week NYC, HMSS19, and a variety of medical and professional conferences.



Matt Russell (@IDEXX)
Senior Director,
Enterprise Platforms, IDEXX

Matt leads the IDEXX Enterprise Platforms business, including Practice Intelligence, DataPoint, rVetLink and Enterprise Manager. He has 20+ years of experience in the animal health industry, as a veterinary technician, practice manager, entrepreneur, and business leader.

Matt has co-founded four successful startups including Odyssey Software, developers of the Diagnostics Imaging Atlas (DIA) that was acquired by Patterson in 2008. His latest startup projects, rVetLink and DataPoint, joined the IDEXX family in 2017.



Elizabeth Scallan
(@tamuvetmed)
Clinical Assistant Professor,
Texas A&M College of Veterinary
Medicine & Biomedical Sciences

Elizabeth "Beth" Scallan, DVM, MBA, MS, BS, CVA, CCRP, is the director of the Clinical Skills Lab at the Texas A&M University College of Veterinary Medicine & Biomedical Sciences. Her experience includes small animal practice, equine sports medicine, and ambulatory practice, as well as certifications in acupuncture and canine rehabilitation.

Her research includes validation studies on teaching models created at Texas A&M, acupuncture, opioid receptor studies, and pain management. Patient specific therapeutic interventions and devices are of special interest.

In her spare time, she is a mother of three young children, snow boarder, surfer, and lover of the outdoors.



Kate Sharon (@Elanco)
Postdoctoral Research Scientist,
Elanco Animal Health

Dr. Sharon attended Montana State University, entering the university honors program and received a B.S. in Organismal Biology. She continued her education at Montana



State University receiving an M.S. in Animal Science and completed her education at Texas Tech University, receiving a Ph.D. in Nutritional Immunology.

Currently, Dr. Sharon is a postdoctoral research scientist in statistics with Elanco Animal Health where she is exploring applications of activity monitoring devices in companion animal research.

Jeannine Taaffe

(@MarsPetCareUS)

Vice President, Digital Health at Kinship, Mars Petcare

Jeannine recently joined Mars Petcare's Kinship as their Global Vice President of Digital Health. Kinship was created by Mars to lead the transformation of the pet care experience for consumers and pet health professionals.

Previously, Jeannine worked for Banfield Pet Hospital for more than 17 years. She joined the organization in 2001 to oversee marketing and sales for Banfield's former pet insurance company, True Paws, which evolved from an inside insurance sales team of three associates to a team of 16 associates. Throughout her tenure at Banfield, Jeannine held several leadership positions – most recently as Senior Vice President, Sales & Marketing. In that role, Jeannine was responsible for managing the company's marketing and sales functions, call center, and wellness plan offerings. In addition to promoting and advertising the organization's products and services, Jeannine also worked to develop strategic business plans and strategies to attain corporate sales and profit objectives.

Prior to joining Banfield, Jeannine held a variety of account services positions working for Topak Marketing, Inc. and DVM Worldwide, both Philadelphia-based marketing agencies. During her time with both agencies, Jeannine was responsible for day-to-day client coordination, production and creative oversight, database management, and marketing campaign strategy and analysis.

She and her husband, Kent, reside in Portland, Oregon, where they enjoy exploring the city, shops, and restaurants in their neighborhood – Portland's



Pearl District. She also enjoys watching movies, reading, and cooking.

Lori Teller *(@tamuvetmed)*

Clinical Associate Professor, Texas A&M College of Veterinary Medicine & Biomedical Sciences

Dr. Lori Teller is a graduate of the Texas A&M College of Veterinary Medicine & Biomedical Sciences (CVM) and a board-certified Diplomate of the American Board of Veterinary Practitioners (ABVP) in Canine and Feline Practice.

She practiced at Meyerland Animal Clinic for almost 3 decades where she had a special interest in cytology, geriatric medicine, and immune-mediated diseases. She then developed an interest in telemedicine and the role it will play in the future of the veterinary profession.

Dr. Teller subsequently joined the faculty of the Department of Small Animal Clinical Sciences at the CVM, as the Clinical Associate Professor of Telehealth, where she is developing the virtual care program, as well as instructing veterinary students in clinical practice. She also serves on the AVMA Board of Directors and chairs the AVMA State Advocacy Committee. Additionally, she is a trustee for the Texas Veterinary Medical Association's VPAC.

Outside of work, Dr. Teller loves to exercise and read, and she and her husband love to travel and explore new places. Some of her favorite things include chocolate chip cookies, corny jokes, and puppy breath.



Jess Trimble

(@JessTrimbleDVM)

Head of Health, Fuzzy Pet Health *(@fuzzypethealth)*

Jess is a veterinarian passionate about increasing access to basic healthcare for pets through technology-enabled healthcare. Scaleable telehealth services and practical implementation of telehealth technologies are of particular interest to her. After a path through dairy consulting, mixed animal practice, and small animal urgent care, she



currently is the Head of Health at Fuzzy Pet Health, a technology company offering in-home and virtual care veterinary services. In her spare time, Jess enjoys backpacking and painting.

Rolan Tripp

Founder, Veterinary Future Society

Dr. Rolan Tripp received his doctorate from UC Davis veterinary school and holds a Bachelor's Degree in Music Performance. He also holds a degree in Philosophy with emphasis on Ethics and Logic.

He published his first Veterinary Futurist article, "Veterinary Telecommunications" In 1984.

Dr. Tripp is a Past Chair of the Subcommittee Reviewing the AVMA Policy on remote consulting, and founder of the Animal Behavior Network where he has been providing Teleconsulting nationally for 15 years.

In 2011, Dr. Tripp gave the keynote address, "The Future of Veterinary Medicine" at an international veterinary meeting in Canada known as "CanWest". In 2018, he spoke at the Veterinary Innovation Summit on the future of Televeterinary Practice. He is founder of the Veterinary Future Society (www.VeterinaryFutureSociety.org).



Bruce Truman (@BruceTruman) **Vice President, Sales & Marketing,** **BabelBark (@BabelBark)**

Bruce Truman is a companion animal health business executive with over 20 years of experience specializing in PetTech. His areas of expertise are business development, companion animal healthcare informatics, emerging digital technologies, diagnostic startups, as well as the marketing and sales management of veterinary and OTC animal health products/ services.

As VP of Sales & Marketing at BabelBark, Bruce focuses on connecting pet parents, veterinary professionals, and pet professionals in ways that will enable pet parents to provide their pets with the happiest, healthiest life possible.



Brock Weatherup

(@brockweatherup)

Executive Chief Strategic Innovation & Digital Experience Officer, Petco (@Petco)



As Executive Chief Strategic Innovation & Digital Experience Officer, Brock is responsible for fostering and accelerating innovation across Petco's business, incubating new ideas and ensuring the company's long-term relevance. Additionally, Brock leads Petco's e-Commerce and digital strategy.

Brock joined Petco in 2017 when the company acquired PetCoach, of which he was CEO and co-founder. PetCoach is a first-of-its-kind pet care store concept offering the highest-quality suite of personalized pet services, products and experiences, all designed through a veterinary lens to address total pet health and wellness.

Previously, Brock was a Venture Partner of tech accelerator ICONYC Labs and Managing Director of his angel investment fund, Atai Ventures. He also served as Senior Vice President and Chief Digital Officer at PetSmart after selling Pet360, where he was CEO for five years. He was also co-founder and CEO of startup Fathead and a senior leader at InterActiveCorp.

Pat Welch (@ethosvethealth) **Chief Knowledge Officer,** **Ethos Veterinary Health**

Pat is responsible for People & Organization, Learning & Development, Knowledge Management, and Information Technology / Innovation for Ethos. He serves as the principle strategist and architect for developing a knowledge-based learning organization. He has a broad array of experience in both corporate and independent practices, with a clinical focus on veterinary ophthalmology and with management experience in organizational learning, learning technology and innovation.

Pat is a graduate of Purdue University School of Veterinary Medicine. He completed an internship in medicine and surgery at VCA South Shore Animal Hospital, his residency in Comparative



Ophthalmology at Iowa State University and a Master of Business Administration degree at Colorado State University.

Pat founded VetBloom in 2011 and has overseen VetBloom's delivery of curricula, Continuing Education, and skills protocols to Ethos teams, and to an increasing variety of external individuals, organizations, and associations.

Graham M. Weston (@gweston)
Owner, Weston Properties;
Co-Founder, Weston Urban



Graham Weston is a prominent figure in San Antonio business and real estate circles. He is owner of Weston Properties, with its flagship Weston Centre the premier office space in San Antonio since 1992.

He also co-founded Weston Urban, which is focused on redevelopment of commercial properties in downtown San Antonio, and committed to forging a downtown district dedicated to residential living and entrepreneurial activity in the downtown area. Weston Urban has acquired the Rand Building on Houston Street, which now houses Geekdom, and several other historic downtown buildings, including the landmark Milam Building on Travis Street, which will be converted to an apartment tower with ground level office and retail tenants.

He is perhaps best known for his role providing seed capital and later management expertise to the startup tech company, Rackspace, where he was chief executive officer until 2006, when he became chairman. As a managed hosting company, it grew rapidly in the early 2000s, and under his guidance, went public in 2008, trading on the New York Stock Exchange before going private in 2016, when Apollo Global Management purchased the company.

Rackspace's success brought with it a number of initiatives designed to attract more technology investment and job opportunities in San Antonio. Graham Weston established Geekdom in 2011 to accelerate the tech startup community in San Antonio and provided much needed workspace and a collaborative environment for young

entrepreneurs. Today it has 1,500 members.

He stayed focused on technology through the years and founded the Open Cloud Institute at the University of Texas at San Antonio, an initiative to develop degree programs in cloud computing and big data. He has also established the Open Cloud Academy, which is approved by the Texas Workforce Commission. The Academy is a full-time, 9-week, cyber-security boot camp in San Antonio where students are able to achieve industry-recognized certifications and gain hands-on experience. The goal is to develop technical talent and enhance technical career opportunities in Texas.

Graham Weston has been broadly recognized for his contributions to the business community in San Antonio as well as for his role in city planning endeavors as a tri-chair on Mayor Castro's SA2020 committee. He was inducted into the San Antonio Business Hall of Fame in 2011 and has been recognized several times as a distinguished entrepreneur by various organizations. He was commended by the City of San Antonio for his role creating shelters to help victims of Hurricanes Katrina and Rita. He served on the board of regents at Texas Lutheran University and is currently a board member at Frost. He earned a BS from Texas A&M University.

Ivan Zakharenkov (@IDEXX)
General Manager, Veterinary
Software & Services, IDEXX



Dr. Ivan Zakharenkov serves as general manager for VSS, IDEXX's software division. Ivan received his DVM from Atlantic Vet College (Canada) in 2006. Following graduation, he built a full-service diagnostic laboratory servicing a region with a population of 16 million.

From 2006-2015, Ivan worked in over 35 veterinary practices across Canada with emergency as a core occupation and locum/relief work in various establishments. Over this period, Ivan was exposed to general practice, large referral hospitals, and ownership of small operations.

As a result, he developed the "Smart Flow" Workflow Optimization System – addressing

the operational pain points from his personal experience in the field. He spent six years consulting on efficiency and workflow optimization in 500+ veterinary practices in the US, Canada, Australia, Asia, and Europe.

In 2018, IDEXX acquired Smart Flow and Ivan joined the Veterinary Software & Services team, taking the position of general manager in 2019. In addition to co-leading VSS, Ivan is currently working on his dissertation: *"Management of Veterinary Corporate Organizations Using Operational Data."*



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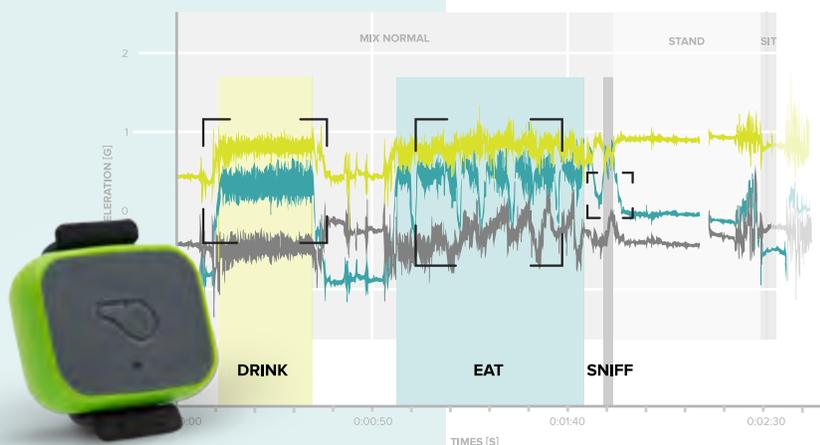
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