



## **FOR IMMEDIATE RELEASE**

**MEDIA CONTACT:** Robin Pence | [rpence@navc.com](mailto:rpence@navc.com) | M: +1.352.317.8651

### **Veterinary Innovation Council Launches Advisory Board to Provide Feedback and Guidance on Profession-Wide Issues**

**ORLANDO, FL – Feb. 27, 2024** – The Veterinary Innovation Council (VIC), a forward-thinking nonprofit organization at the forefront of veterinary medicine, is excited to announce the launch of its new Advisory Board, comprised of leaders from across the veterinary health care spectrum. The creation of the new Board is aimed at broadening the understanding of the diverse issues impacting the veterinary profession today. The Advisory Board will work in concert with the VIC Board of Directors to seek solutions to those challenges.

The VIC's Advisory Board brings together a diverse group of seasoned experts from various facets of veterinary medicine. These include practitioners, academics, industry leaders, and representatives from animal welfare organizations. The goal is to create a multi-dimensional perspective on the challenges and opportunities facing the profession.

"This is a pivotal moment for veterinary medicine," said Jennifer Welser, Chief Strategy Officer at CityVet and Chair of the VIC Board of Directors. "The establishment of this Advisory Board marks our commitment to broadening our understanding of the complex landscape in which our profession operates and to having a positive impact. We aim to foster a dialogue that is both inclusive and forward-looking, ensuring the best possible care for animals and support for those who dedicate their lives to this noble cause."

The Advisory Board will meet regularly to discuss these topics, providing recommendations and guidance to the VIC. Their insights will be instrumental in shaping the council's strategies and initiatives. The Advisory Board will provide ongoing feedback on VIC's initiatives and guidance on where VIC should focus its efforts.

"We believe that the collective wisdom and experience of our Advisory Board members will be invaluable in guiding our efforts," added Aaron Masseur, VIC Executive Director. "Their input will help us not only to address current challenges but also to anticipate and prepare for future developments in veterinary medicine."

## Advisory Board Members Include:

- Douglas G. Aspros, DVM and Chief Veterinary Officer for Veterinary Practice Partners
- James W. Lloyd, PhD, DVM Dean Emerita and Senior Consultant at Animal Health Economics.
- Brianna Armstrong, DVM, Medical Director and co-owner at Firehouse Animal Health Center
- Adam Little, DVM, Entrepreneur
- Valerie C. Marcano, DVM, co-founder of Pawsibilities Vet Med
- Samuel Schopler, Student Veterinarian at The College of Veterinary Medicine at North Carolina State University
- Michael Blackwell, DVM, MPH, Director of the Program for Pet Health Equity, College of Social Work, at the University of Tennessee
- Emmitt Nantz a Co-Founder of Inventory Ally
- Niccole Bruno, DVM, CEO and founder of blendvet™
- Christina Tran, DVM, Founding Dean & Clinical Professor at Hanover College School of Veterinary Medicine
- Ashby Green, Founder of Gazelle Capital

Formed in 2015 by the North American Veterinary Community (NAVC), the Veterinary Innovation Council is dedicated to advancing the field of veterinary medicine through innovation, education, and advocacy. The establishment of the Advisory Board is a testament to the VIC's commitment to excellence and leadership in the veterinary community.

### **About Veterinary Innovation Council**

The Veterinary Innovation Council is a leader in promoting innovation in veterinary medicine through building awareness, publications, and its annual [Veterinary Innovation Summit](#). Committed to advancing the quality of animal care and the well-being of veterinarians, the VIC focuses on fostering collaboration, supporting technological advancements, and advocating for the profession at large.

### **About the NAVC**

The North American Veterinary Community (NAVC) is a 501(c)(3) nonprofit organization dedicated to supporting and advancing veterinary professionals worldwide. The world's leading provider of veterinary continuing education, the NAVC delivers essential training, tools and resources for veterinary professionals to stay abreast of advances in animal medicine and provide the best medical care for animals everywhere. Through its commitment to innovation and excellence, the NAVC has developed a diverse portfolio of products and services,

including: educational events, headlined by VMX (Veterinary Meeting & Expo), the world's largest, most comprehensive continuing education conference and launchpad for new products and innovations within the veterinary industry; VetFolio.com, a robust digital platform for virtual learning and engagement; NAVC Media, the veterinary industry's largest and award-winning portfolio of trade publications; and Embrace, an advocacy arm which unites the veterinary community and pet lovers. The NAVC was founded in 1982 and is headquartered in Orlando, FL. Since 2017, the NAVC has been recognized annually as one of the Top Workplaces by the Orlando Sentinel. To learn more about the NAVC's products and brands, visit <https://navc.com/>. To see our schedule of upcoming events, visit <https://navc.com/calendar/>.