



# President, Petco Love & VP, Petco

Position Description | November 2024





## Petco Love is a life-changing nonprofit organization that makes communities and pet families closer, stronger, and healthier.

Petco Love is celebrating “25 Years of Love,” working to end the unnecessary euthanasia of shelter pets, reunite all lost pets with the families that love them and increase access to veterinary care for pets in need. Petco Love accomplishes its mission by creating direct to consumer animal welfare solutions and investing in the “on the ground” work of other animal welfare organizations with nearly \$400 million to date. With the help of Petco and our animal welfare partners nationwide, Petco Love has helped find loving homes for more than 6.9 million pets. More recently, in 2021, Petco Love launched Petco Love Lost a free national lost and found pet database utilizing image recognition technology to reunite lost pets with the families that love them. Petco Love supports more than 4,000 animal welfare partners and leads with innovation and passion, inspiring and mobilizing communities to drive lifesaving change together.



## Position Title:

President, Petco Love & VP, Petco

## Reporting to:

Petco Love Board of Directors

## Location:

San Diego preferred, San Antonio or Hybrid

## Position Summary:




This is a unique opportunity to shape the future for animals and empower efforts to save pet lives across the country. Petco Love is a national leader in animal welfare, dedicated to ending unnecessary euthanasia of shelter pets, reuniting lost pets with their families, and increasing access to veterinary care for all pets. Although small in comparison of operational budgets with other national non-profits, Petco Love has made significant lifesaving impact due to a dedicated team focused on transformational approaches. The unique structure of Petco Love requires an out of the box thinker who leverages the benefits of Petco Love's constituent base by coming up with creative approaches to drive the mission and is opportunistic and flexible to evoke greater impact. This leadership position reports directly to the Petco Love Board of Directors. However, since the nonprofit shares the Petco name, and a significant amount of Petco Love's current revenue is dependent on donations in Petco stores, the position has dual reporting to Petco Executive Leadership as a VP of Petco.





# Petco Love Overview

Petco Love is a 501(c)(3) nonprofit organization with a broad mission to improve the lives of pets and the people who love them. Petco Love team consists of approximately 50 team members with additional contingent technology support team members. Petco Love believes that pets are family. Pets improve our mental and physical health, and in the US, we love our pets. Yet, every year nearly one million pets are unnecessarily euthanized, and millions go without needed care. Petco Love works to lead change to end the euthanasia of shelters pets and create a better sheltering system for their care; assure pets are vaccinated for deadly preventable diseases; reunite lost pets directly with their families; help pet parents obtain critical veterinarian care, eliminating euthanasia as the default to payment; and provide better treatments for disease. Petco Love operates to accomplish this mission through three verticals Petco Love Adopt, Petco Love Lost and Petco Love Care.

 <b>6.9M+</b> pets adopted	 <b>3M+</b> vaccines distributed	 <b>75,000+</b> lost pets reunited
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**Petco Love Adopt** focuses on empowering and inspiring pet adoption and working together with local organizations to save pets lives. Petco Love partners with thousands of animal welfare organizations nationwide funding their lifesaving efforts and working to promote pet adoption and fostering across the country. Petco Love also supports and activates multi-organization and multi-city "mega" adoption events to adopt hundreds or even thousands of pets in a single weekend. The organization additionally works to showcase pets in 1,500 Petco pet care centers to increase pet adoption throughout the year.





**Petco Love Lost** is a free national lost and found pet database utilizing image recognition technology to reunite lost pets with the families that love them. After acquiring the assets of Finding Rover in 2021, Petco Love took over rebuilding the technology to create the current operations of Petco Love Lost. Petco Love Lost integrates with over 3,000 animal shelters, NextDoor and Neighbors and continues to work through its strategy: to unite all sources of lost and found pet data into one central database. The Petco Love technology innovation team continually improves the application’s features to increase reunions and provide a solution to reunite pets directly between finders and pet parents. Petco Love Lost is a crucial component to saving pet lives and the team constantly seeks out partnerships to expand its ubiquitous reach. Petco Love Lost is Petco Love’s first entry into being a more operational nonprofit. Petco Love believes that a move toward more community-based technology solutions to help pets will alleviate the burden on local nonprofits. Petco Love may also consider new development of additional technology-based solutions necessary to save pet lives.



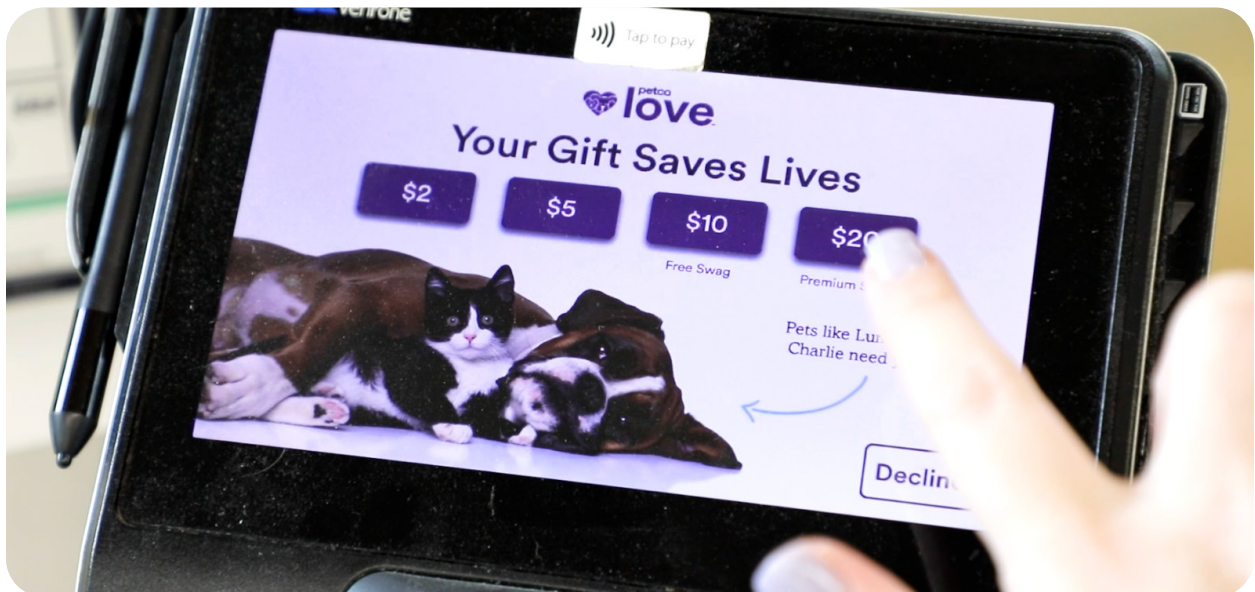
*Pets who were reunited with their families thanks to Petco Love Lost*



**Petco Love Care** centers on efforts to assuring pets have the veterinary and wellness care that they to live full healthy lives. As the amount needed to assure that all pets have access to needed veterinary care has been estimated to be approximately \$20B, Petco Love Care targets its efforts on areas where we can prevent costly needed vet care and secondarily supports organizations already providing such care. Through its Vaccinated and Loved campaign, Petco Love has provided more than 3 million free vaccines to its nonprofit and other partners nationwide to administer such vaccines to pets in need. Additionally, through grants Petco Love supports nonprofit and other clinics providing the needed care at affordable costs. Petco Love has also supported subsidized treatment and funded limited research for pet cancer and other diseases and established a scholarship fund to increase the number of registered veterinarian technicians in the animal welfare industry.



**Petco Love's revenue** is generated from donations raised in Petco's 1,500 plus pet care centers in all 50 states, as well as from cause marketing partnerships, online contributors, and direct donors to Petco Love. Petco Love's primary source of funding, however, is the in-store donations from its partnership with Petco as its primary sponsor. Petco Love is the recipient of all donations raised on checkout in Petco store's and online. This unique relationship has continued for over 25 years and requires the new leader to collaborate and work together with Petco to maintain this symbiotic relationship. Consequently, to be successful in this leadership role, the President must have an exceptional grasp of business drivers and an understanding of or the ability to learn the retail business to further promote and expand the mutually beneficial relationship with Petco Love, while still always maintaining the legal separation requirements. Additionally, the new leader must work toward maintaining and expanding outside revenue generating partnerships and fundraising to further expand and support Petco Love's mission.



## Leadership Characteristics

Petco Love seeks a dynamic and visionary leader who embodies the inspirational leadership abilities to drive the organization forward. The ideal candidate will be passionate about making a significant lifesaving impact with a strong background in animal welfare, complemented by substantial experience in corporate environments and an understanding of business financial drivers. The President must lead, inspire and get things done “within a diffuse power structure,” given the diverse constituencies that help drive Petco Love’s mission forward. The President must possess the skills necessary to connect with diverse stakeholders, motivate teams, lead innovation/technology, navigate challenges with resilience and drive sustainable growth. The President will be the primary face of the organization, its primary spokesperson, and cultivator of relationships with donors, industry leaders, media, animal welfare organizations and government officials, when applicable, and other key stakeholders to promote the lifesaving work of Petco Love. We value a leader who demonstrates integrity, decisiveness, creativity, and adaptability, inspiring trust and commitment across the organization and the industry. Petco Love’s continued growth will be dependent on its ability to maintain and maximize relationships to further revenue advancement.

## Necessary Attributes

### **Visionary Leadership:**

Develop and implement a strategic vision that utilizes Petco Love’s resources to the fullest to advance the organization’s mission and goals.

### **Determination and Resilience:**

Passion is often viewed in the nonprofit setting as being a negative, driving organizations to operate irresponsibly. Petco Love believes a passion to save pet lives drives focus and the desire to work with a relentless determination to succeed. Authenticity in belief and passion for Petco Love’s mission can be contagious, motivating others to engage and contribute. Operations, decision-making, fundraising and relationship-building efforts are much more successful when they are rooted in genuine belief in Petco Love’s purpose. Nonprofit work whether fundraising or mission operations often involves rejections and setbacks. The Petco Love President must demonstrate resilience, focusing on the positive and pushing oneself and the team forward despite challenges. Nonprofit success can also be unpredictable, and the next leader must be flexible and ready to pivot strategies and navigate changes to drive success.

### **Accomplish Goals within a Diffuse Power Structure:**

Petco Love’s direct organization is approximately 50 FTEs, but with the right leader its influence extends to its animal welfare partners, the entire Petco community of employees and store guests, corporations seeking to partner for the cause, general pet lovers across the country,

media outlets, influencers and others nationwide. Petco Love's next leader must be able to motivate, inspire and guide a broad set of constituencies who independently decide whether to follow Petco Love's lead and mission.

### **Data-Driven Decision-Maker:**

Whether it is shaping Petco Love's grant investment support model, analyzing in-store multi-factor fundraising driver data, reviewing potential mission related investments or acquisitions or reviewing traffic drivers of Petco Love Lost's user and reunion information, data is at the forefront of all Petco Love's strategy. The new President must be a strong analytical thinker that is able to assess a broad set of constituent data to challenge and drive informed decisions and optimized strategies.

### **Animal Welfare Industry Leader:**

Petco Love's mission is rooted in a significant understanding of the animal welfare industry broadly including animal sheltering operations and clinic operations along with a general understanding of animal health matters and the industry players and dynamics. Additionally, the President must understand and balance the nature of the passion for animals that exists in the public and weigh and balance countervailing views and advocate for Petco Love's mission. Relationship Builder, Influencer and Communicator: Petco Love's new leader should exhibit strong relationship building qualities, being able to collaborate within the Petco Love organization, Petco, and with outside nonprofit and industry partners. Petco Love's continued growth requires a leader to champion Petco Love's mission internally and externally to build support and partnership to achieve future goals. In addition to Petco Love's core mission, the new leader must have the ability to understand the pet industry generally, including the veterinary pet care space, and business partnerships to forge long-term partnerships to drive success. The President must be comfortable advocating publicly, whether through speeches, media appearances, or direct outreach to prospective donors and partners.

### **Leader of High Performing Teams:**

Petco Love's President should be experienced building and leading high-performing teams, fostering a culture of collaboration, innovation, and accountability and assembling a high-impact senior leadership team to drive change forward and ensure continued success. The President must leverage the principles of continuous improvement to enhance existing strategic initiatives and reassess effectiveness and impact, ready to pivot and establish new programs as needed. Working with the senior leadership team, the President will help shape and maintain goals and key performance indicators.



## Other Duties and Responsibilities:

- Leadership skills, with steadfast resolve, relentless determination and personal integrity.
- Provide professional leadership to the Board of Directors in establishing and maintaining strategic direction to support the stability and, where feasible, growth of the organization. Participate on Board committees and respond to special requests for information, research, or recommendations. Work with the Board's Executive Committee to ensure that the Board is diversified and is of the highest possible quality and committed to the welfare of the animals.
- Manage the organization's budget, ensuring financial sustainability and growth through diverse funding streams and work with the finance and legal teams to adhere to all financial and legal reporting requirements.
- Understanding of advanced business planning and legal issues.
- Provide critical insights to the Petco Love Board and leadership team, as well as the Petco leadership team with respect to animal welfare matters that impact the business.
- Develops and manages the team, including career development pathing, budget, and resources.
- Represent Petco Love as an industry leader in public forums, speaking about the animal welfare industry and promoting Petco Love's mission and work.
- Attend important industry conferences to stay up to date on animal welfare issues, and resources, and take on speaking engagements as appropriate.
- A solid grasp of data analysis and performance metrics, whether related to the animal welfare industry or corporate business sector.
- Able to diagnose problems quickly and have foresight into potential issues; make sound judgment calls.
- Performs additional duties as required.

## Qualifications

Advanced degree in public policy, law or business preferred.

Demonstrated support and knowledge of the animal welfare industry is required.

Ten plus years in leadership position nonprofit or corporate with experience in managing multiple, cross-functional teams, influencing executive level management and industry leaders along with other key stakeholders and growing the reach and impact of the organization. With respect to the corporate environment, experience in mid to large cap company achieving vice president of higher leadership preferred. With respect to the nonprofit industry, preferred experience with organizational revenue exceeding \$20 million and demonstrated experience

fundraising with major corporate and other donors and establishing revenue generating partnerships. Experience with bringing new technologies and software to market with the ability to scale quickly is valued.

## Salary

Competitive salary commensurate with experience. Benefits include health insurance and retirement plans.

Interested persons can apply directly to the Petco Love Board Search committee by sending a cover letter and resume to Brandi Kaufman at [Brandi.Kaufman@PETCO.com](mailto:Brandi.Kaufman@PETCO.com)