

## MPP Company Bio

Our beautiful **Hunter** was our wake-up call to what was really in the food we were feeding our pets. He became suddenly ill late 2006, and within weeks of his passing the headlines announced the largest pet food recall in history.

We dedicate every batch to Hunter and the thousands of pets and families affected over the years by poor quality and tainted food we had trusted to be healthy and safe. The more we studied and researched the pet food industry, the more horrified - and angry - we became.

While our plan for years was to be retired from our corporate jobs and enjoying more time on warm tropical beaches by 2011, we instead found ourselves driven by our passion to form a company that put pet health over profits, and educate pet owners on how to make better food choices for their pets.

We know fresh is best, and we started My Perfect Pet as a tribute to Hunter and a commitment to our own family and all pet owners to offer the healthiest food on the market with no compromise on quality or health, ever!

**Boomer-Buckaroo** joined our family early 2007 at 8 weeks old and immediately became our chief taster and poster boy! Boomer-Buckaroo is also a certified therapy dog through Love On A Leash, making regular visits to local health centers, hospitals, and senior centers. He loves swimming and riding quads on the beach, hiking, and playing football!

**Roxy** was 11 and an active therapy dog with *Love On A Leash* when diagnosed with inoperable cancer and nearly succumbed to the same poisoned pet food recalled in 2007. A lifetime of sensitive tummy issues completely disappeared with a renewed puppy-like energy upon switching her to fresh, whole food, and she enjoyed another 4 wonderful years before joining Hunter at the Rainbow Bridge.

**Knight** was adopted as a puppy in September 2010 through *Labrador Rescuers*. He is happily in training and excelling in his future responsibilities as a therapy dog, poster-boy, and assistant taster! Knight was weaned on Buckaroo Blend, thanks to foster parents who allowed us to donate fresh food to his mom and her pups - our heartfelt thanks goes to every volunteer who cares for abandoned pets until they are adopted - if not for them we would not have our precious Knight!



## Karen Scoggins Bio

Prior to founding My Perfect Pet, Karen Scoggins had a very successful 25 year professional corporate career in science, engineering, and R&D. Her love for animals was a fabric of her life and was well known among her friends and associates.



Karen's other activities included involvement in various animal care and rescue organizations, nutrition, and founding of River Rock Ranch, known throughout as 'Karen's reject animal farm', thanks to the countless strays she brought home. She was also a successful showing member of National Pygmy Goat Association winning several grand champion awards. It was a lifetime of love for animals and devotion to their health and well-being.

Then in 2007, heartbroken at the loss of her yellow lab Hunter, Karen changed her life direction. Within weeks of his passing the headlines announced the largest pet food recall in history and it was her wake-up call to what was really in the food she was feeding her pets. She embarked on a mission to improve pet health and longevity through better diet and nutrition, and to develop a pet food formula that used only fresh, whole, natural and safe ingredients – for her own pets. Karen dedicated the next 3 years to research and development, working with nutritionists, veterinarians, breeders, pet stores, and restaurant food suppliers to create the perfect blend of all-natural, fresh, restaurant-quality ingredients that provide maximum nutrition with the least processing and no harmful preservatives.

While her plan for years was to be retired from the corporate world and enjoying more time on warm tropical beaches by 2011, Karen instead found herself driven by passion to form a company that put pet health over profits, and educate pet owners on how to make better food choices for their pets. She was born with a number of food allergies herself and found pet food to be a natural blending of science, nutrition, and love for pets.

Karen is an active member of the National Foundation for Pet Provided Therapy, as a handler and trainer and is currently serving on the Board of Directors for San Diego chapter of Love On A Leash. In addition to her managing My Perfect Pet she conducts regular talks for local dog trainers and clubs on the topic of "Understanding Pet Nutrition".

## **Key Members of the My Perfect Pet Team:**

### **CEO – Karen Scoggins**

Prior to founding *My Perfect Pet*, Karen Scoggins had a successful 25 year professional corporate career in science, engineering, and R&D at Hewlett-Packard. The loss of her own pet to contaminated pet food drove her to develop products that were as safe and healthy for pets as the foods she ate herself, and her mission to improve pet health through education and nutrition has secured *My Perfect Pet*'s reputation as a trusted leader in quality and integrity.

### **Sales & Marketing - Tom Scoggins**

Husband Tom Scoggins recently resigned from a 31 year career in technical sales and distribution management, and is now managing all sales, marketing, and distribution activities for *My Perfect Pet*.

### **Director of Education – Debra Gibb**



Deb Gibb Deb has over 30 years of management, operations and technology experience in both rapidly growing startups and in established companies. Deb has held executive and managerial positions at companies including CBS Interactive, College Sports online operations, and QUALCOMM, and is a recipient of the San Diego Business Journal's "Women Who Mean Business" award. Deb has worked at *My Perfect Pet* for the past year as a full time volunteer, committed to the cause after seeing the results of better nutrition in her own six dogs, contributing to *My Perfect Pet* success in the areas of IT and operations, as well as leading education and communication to consumer and retail partners.

### **Nicole Synesiou – Retail Specialist**



Nicole has a degree in Psychology and her career has been centered around her love for animals. She trained horses at a ranch in Carmel Valley, practicing methods by Buck Brannaman. She rescued wild PMU foals from United Pegasus Foundation, helping them learn to trust human contact. Nicole also worked at Pacific Animal Productions, was a zookeeper for 137 animals, did exotic animal shows all throughout San Diego County and toured the California fair

circuit promoting animal health and safety. Nicole and her third Jack Russell rescue, Mango, manage MPP's front office, are lead members of MPP's pet nutrition team, and also lead our customer service and retail support.

**Tiffany Wu – Nutrition Analyst & Nonprofit Specialist**



Recently graduated with honors from UC Berkeley pre-med, Tiffany is interning with MPP as a member of our research and development team, and is a lead member of our pet nutrition team. Tiffany is also our lead point of contact for our nonprofit partners, developing programs and special events to help promote and support their organizations. She is editor of our monthly newsletter, and manages our social media. Tiffany is very active in Bichon Fur Kids and other rescue and shelter organizations, and has adopted three Bichons of her own, and is a regular foster mom.