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iVET360 Enhances Leadership Structure to Accommodate Growth, Create Opportunity

Portland, OR—iVET360 has announced a first-ever adjustment in the leadership structure of the veterinary business services firm to be effective immediately. The new daily leadership structure will be headed by a collective of the following senior managers and co-founders, who move into officer positions:

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- **Chief Operations Officer (COO):** Drew Vandenberghe
- **Chief Technology Officer (CTO):** Oliver Roller
- **Chief Revenue Officer (CRO):** Justin Vandenberghe

Co-founders and Chief Executive Officers Matthew Murray and Dawn Kleser will be stepping back from day-to-day operations but will continue to serve in an advisory role for the company.

iVET360 has also moved several long-term employees who have made significant contributions to the company into senior management positions. COO Drew Vandenberghe explains that this evolution was not only necessary to improve company operations, but also create more opportunities for advancement.

“We have empowered them as decision-makers, allowing them to run with their ideas,” he says. “This has the dual benefit of removing current bottlenecks to innovation and is ultimately more rewarding for these valuable team members.”

For iVET360's clients, this will mean a new focus on expanding services and providing faster results. For the staff at iVET360, it means the opportunity to grow with the company instead of seeking new challenges elsewhere.

"We've been tremendously successful helping our clients manage growth in a volatile environment," says Vandeberghe. "It was time we took a breath, stepped back, and managed our own."

[About iVET360:](#)

Established in 2013 and headquartered in Portland, Oregon, iVET360 is a practice management services company that provides critical support to veterinary hospitals. Their specialists educate and assist practices with marketing, analytics, and HR and training to ensure complete implementation of proven business strategies into the daily activities of hospitals.

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