

## Press Release

### **CASCO Pet announces seven new appointments amidst unprecedented growth**

CASCO Pet, global animal enclosure and equipment provider, is expanding its team as the company experiences rapid growth. Seven new employees – including three in key leadership positions – will support the business as it expands its presence across pet retail and veterinary sectors worldwide, in order to meet rising market demand.

In leadership roles, CASCO Pet welcomes Eddie Lee as Director of Sales for North America, Lois Newman as Head of Sales UK and Europe, and Mark Fleming as Global Head of Marketing. This follows the appointment of the business's Group Managing Director, Wayne Kemp, and President of CASCO Pet's US business, Kevin DeWalt, earlier this year.

Lee brings more than two decades of experience in growing businesses in the animal health and veterinary markets, proving instrumental in developing and leading multiple business segments. He joins from industrial hatchery manufacturer, Jamesway, and previously held the role of Director of Sales & Sales Operations at food safety company, Neogen. As Director of Sales for North America, he will be responsible for structuring and expanding the region's sales team, with a particular focus on growing CASCO Pet's WELLKennels business to the veterinary and related channels.

Newman has more than 20 years of experience in the human and animal medical devices sector, including delivering impressive growth through direct sales teams and distribution networks. She joins CASCO Pet from Micro-X, an x-ray technology company, where she held the role of Vice President of Sales. Responsible for overseeing the business's sales operations across the UK and Europe, she will be focused on driving continued development and sales, as well as accelerating and introducing innovative solutions to the pet retail and veterinary sectors.

Fleming has a customer-focused outlook having worked across multiple sectors, with proven experience of building brands, solving business challenges and delivering business objectives. He joins from his role as Head of Marketing at property start-up, Kooky. As CASCO Pet's Global Head of Marketing, he will be focused on implementing a global brand and marketing strategy that builds further brand awareness and drives increased customer acquisition across the pet and vet sectors.

Matthew Bubear, CEO of CASCO Pet, says: "CASCO Pet continues to go from strength to strength – a fact that could not be better demonstrated than with these appointments. We're thrilled at the amount of talent and the wealth of experience that's being brought into our ever-growing team. Together, we'll reach even greater heights on our mission to revolutionise pet wellness globally – something we're seeing in greater demand across both sectors."

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In recent years, CASCO Pet has been focused on bringing new innovations to the pet retail and veterinary sectors, to improve the lives of animals and the people who care for them. This includes the introduction of a new storage and cabinetry range for pet stores and vet practices; the launch of its new generation of WELLKennels with customisable features, and the securing of a global patent for its DRC Lighting System.

To continue its upward trajectory, the brand is also pleased to welcome:

- Hugh Rankmore as Digital Manager. An accomplished marketer with a passion for enhancing digital performance, he has over 15 years' experience marketing premium products and exceptional service across digital platforms.
- Milan Cunin as Business Development Manager, France & Benelux. He has over five years' experience spanning supply chains, production and sales, including three years spent in the pet food and pet care sector.
- Annabelle Cartwright as a Veterinary Sales Executive. She has spent almost 10 years working in veterinary clinics and animal health institutions, including time as a Senior Veterinary Technician, and excelled as a field sales representative.
- Blake Snyder as a Veterinary Sales Executive. He brings over a decade of experience that spans his work as a veterinary technician in animal health distribution sales and involvement with animal health product manufacturers.

CASCO Pet provides innovative solutions in animal enclosures for retail, veterinary practices and clinics, as well as education facilities. The company is committed to enhancing pet wellness by redefining standards of care in animal housing, with a continual focus on innovation and discovery.

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For over 25 years, CASCO Pet has been at the forefront of a dynamic evolution in pet wellness. A visionary leader consistently pushing boundaries and setting benchmarks for excellence, we seek to bring transformative change to the entire pet care landscape. Providing customers with first class solutions in animal retail enclosures, our constant drive to challenge the status quo launched us into the world of veterinary clinical housing; our innovative WELLKennels are modernising the industry. With our solutions, veterinary and pet retail professionals are enabled to deliver the highest standards of care – animal wellness is our priority and at the heart of all we do.

CAS/065/24

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