

Manolita Moore Appointed CEO of **PetZONE** 360™

Happy Pets. Unlimited Connections.

ORLANDO – PetZONE 360 (PZ3), a division of Simulocity, has appointed Manolita Moore, MBA, as its CEO. Moore is tasked with leading PZ3 to unify the vast eco-system of the pet and veterinary industry, leveraging Simulocity's immersive simulation technology.

Moore's background is diverse, having served in executive-level positions with the University of California-Davis, Viticus Group (formerly Western Veterinary Conference), National Council of Juvenile & Family Court Judges (NCJFCJ) and, most recently, The North American Veterinary Community (NAVC), which ranked in the Fastest 50 and won a Gold 100 Grand Award.

"We are honored to have such an innovative and strategic leader as Manolita leading PetZONE 360 and as part of the Simulocity family. Her impressive and proven track record of delivering world-class products and services to the veterinary industry, along with bringing record-breaking revenues for the organizations she has led, make her the perfect CEO for PetZONE 360. We are excited to be bringing to the pet industry a one-of-a-kind digital transformation that leverages our innovative industry platforms, with the goal of evolving into the most sought-after pet platform in the world," Dr. Manny Dominguez, Founder & CEO of Simulocity, said.



Moore helped develop and launch VMX Virtual Expo, the world's first 3D and immersive Virtual Expo, at NAVC just prior to the pandemic. She also introduced other innovative services such as the Startup Circle, Pet Pitch Competition, Virtual Job Fair and Virtual Showcases, among others, while consistently increasing revenues.

Moore served as the Chief Operating Officer at the Western Veterinary Conference for 17 years. She was instrumental in the construction of the Oquendo Center (now Viticus Center), a state-of-the-art clinical facility that provides hands-on education for both human and veterinary medicine.

Moore is a longtime member of IAEE, where she served as a Board Member and received her CEM designation. She actively volunteers and is part of AVMA (American Veterinary Medical Association) DEI Council, IAEE Women's Leadership Committee, TSE (Trade Show Executive) DEI Task Force, and Connect Citywide Executive Advisory Board.

"I am beyond thrilled and truly honored to be leading PetZONE 360. Its mission is to unite the pet and the veterinary community by creating unlimited connections and providing easier access to care, products, and services — all within one singular and

cohesive platform to help improve the lives and health of companion animals worldwide," Moore said. "The timing of this project is extraordinary in relation to bringing more innovation and collaboration within the pet and the veterinary industry. I am excited to be leading this project and implementing my own ideas in a market I know and love. I look forward to everyone's support from all of my friends and colleagues from the animal industry in order to bring this important mission to reality."

Reach Moore at Manolita@PetZone360.com or Manolita@Simulocity.us.

PetZONE360™, also known as PZ3, is the first and most comprehensive marketplace and community platform dedicated to pet parents. With our ground-breaking, world-class platform we help bring pet sellers and pet parents together. PZ3 provides a multitude of unique features that re-invent the online shopping experience, provide easier access to pet care and services, and encourage pet parents to make connections through our fun virtual spaces and simulated environments.

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