

MedicAnimal announces two board appointments

MedicAnimal, the leading online retailer of veterinary products and pet supplies, has announced the appointment of two new directors who will join its board. This follows the acquisition of the business by Forward Dimension Capital in August.

Fern O'Sullivan, Chief Operations Officer, and Camille Genevard, Sales Director, will join the board at MedicAnimal with immediate effect. This completes MedicAnimal's new board, following a recent internal restructure. This is the first time it has included operational leaders drawn from within the business and brings the board to six, all of whom have day-to-day executive roles.

O'Sullivan joined MedicAnimal in early 2014 and leads operations across Europe. She previously spent ten years at LOVEFILM as Group Operations Director, and five years as Operations Manager at Amazon prior to this.

Genevard has been with MedicAnimal since 2011 and is responsible for the Group's performance across core European markets. She was heavily involved in the integration of Petsupermarket and Petmeds, following MedicAnimal's acquisition of the businesses in 2011 and 2012. Prior to joining MedicAnimal, she studied at HEC Paris and worked as an Investment Analyst at Time Equity Partners.

David Rigby, Executive Chairman at MedicAnimal, said: "These appointments mark an important change to the approach at MedicAnimal since the business was acquired by Forward Dimension Capital. We are keen to ensure that the business is being managed by an executive team that are fully involved in, and responsible for, running the business and I am delighted that Fern and Camille have joined the board in their new roles. Their insight and experience will be vital to continuing the development and growth of MedicAnimal and for delivering an exceptional service to our customers."

The new MedicAnimal board in full comprises:

- David Rigby, Executive Chairman
- Simon Davies, CFO
- Ivan Retzinac, Founder
- Andrew Bucher, Founder and Chief Veterinary Officer
- Fern O'Sullivan, COO
- Camille Genevard, Sales Director
- Rob Murphy, Non-Exec Director
- Gavin Owston, Non-Exec Director

For biogs or further information on any board members other than Fern O'Sullivan or Camille Genevard please get in touch.

Enquiries

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