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Laura Walker Joins The NAVC as Senior Vice President of Sales & Publishing

Award-winning multi-media veteran brings nearly 20 years of experience to the NAVC

ORLANDO, FL — August 3, 2016 – The [North American Veterinary Community](#) (NAVC) is pleased to welcome Laura Walker as its new Senior Vice President of Sales & Publishing.

In this role, Walker will oversee the creation and implementation of an organization-wide strategic business plan that elevates the unification of the NAVC's sponsorship, advertising and publishing sales efforts. Her role also includes oversight of the publishing of [Today's Veterinary Practice](#) and [Today's Veterinary Technician](#), the official journals of the NAVC.

"This is a key step in presenting the NAVC as the ubiquitous voice in veterinary medical publishing. With nearly two decades of experience in the publishing and communications field, Laura has an extensive background in sales, content creation and media strategy and brings a tremendous level of talent to our sales and publishing divisions," said NAVC CEO Thomas Bohn. "We are thrilled to have her on the NAVC team."

Joining the NAVC with a diverse background in sales, marketing and publishing (traditional and digital), Walker brings a proven track record of developing results-driven campaigns for a wide range of industries. Most recently, she served as a group publisher for Bonnier Corporation, one of the world's most respected media groups, where she oversaw all aspects of the business from advertising and strategic planning, to print circulation and budgeting, for seven magazine brands. She also previously served as vice president of digital and strategy for Bonnier where she oversaw all facets of digital business for more than 20 magazine brands. She also held the positions of online editor for Rodale and video journalist for CNN before her time with Bonnier.

"I'm excited to join the NAVC team and work alongside the sales and publishing divisions to develop strategy, implement planning and focus on cohesion and collaboration between the two departments," stated Walker.

Walker earned a Bachelor of Arts degree in Journalism/Telecommunication Arts as well as another in Sociology from the University of Georgia in Athens. She currently resides in Winter Park, Florida with her husband and her lively labrador retriever, Athena Sky Walker.



ABOUT THE NAVC

Founded in 1982 and headquartered in Gainesville, Florida, with offices in Orlando, Florida, the [North American Veterinary Community](#) (NAVC) is a non-profit organization providing world-class professional development to the global veterinary healthcare community. Its largest initiative, the annual [NAVC Conference](#), hosts more than 17,000 attendees each year. Other offerings include [VetFolio](#), an online CE platform for all veterinary professionals; the [NAVC Institute](#); the [Veterinary Innovation Council](#) and its official journals, [Today's Veterinary Practice](#) and [Today's Veterinary Technician](#).

Visit [NAVC.com](#) for more details.

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