

**Date:**  
March 16, 2016

**Contact: Danna Miller**  
+1.352.244.3719 | [DMiller@NAVC.com](mailto:DMiller@NAVC.com)

## **The NAVC Announces Senior Vice President of Marketing**

*Mason Moore brings nearly two decades of marketing experience to the NAVC*

**ORLANDO, FL — March 16, 2016** – The NAVC is pleased to welcome Mason Moore as the new Senior Vice President of Marketing.

“With more than 18 years of experience in the marketing, associations and communications arenas, Moore has created and implemented award-winning strategies and programs for clients from a wide variety of industries,” said NAVC CEO Thomas Bohn. “We are excited to make him part of the NAVC team.”

Moore joins the NAVC after spending nearly ten years with leading marketing and communications agency &Barr (formerly Fry Hammond Barr). During his tenure with the agency, he held multiple leadership positions including Vice President, Client Services and Vice President, Public Relations and Social Influence.

Among his many achievements and awards with &Barr, Moore developed and implemented strategic approaches for clients from the healthcare industry as well as others closely related, including the public relations plan for the grand opening of the \$400 million Nemours Children’s Hospital in Orlando’s Lake Nona Medical City.

“I couldn’t think of a better time to join the NAVC Team, as the NAVC Conference moves to a new location this year and the organization is gaining momentum,” said Moore. “I look forward to taking NAVC marketing to the next level.”

A cancer survivor of more than a decade, Moore has lent his expertise, time and resources to a number of national cancer organizations. He is currently an active member of the Testicular Cancer Foundation’s (Austin, Tex.) National Speakers Bureau. In addition, he’s also volunteered and raised funds for the LIVESTRONG Foundation (Austin Tex.) and was selected in 2007 to join Lance Armstrong and a national group of advocates in Washington D.C. to encourage elected officials to support increased funding for the National Institutes of Health, National Cancer Institute and the Centers for Disease Control and Prevention. He also asked for support of the Cancer Screening, Treatment and Survivorship Act of 2007.

Throughout his professional career, Moore has also held positions with and provided strategic consultation to a wide variety of organizations. He served on the Board of Directors of the Orlando Regional Chapter of the Public Relations Society of America from 2006 to 2011. His tenure was highlighted by a term as President in 2010 when the chapter experienced record membership growth. Other board/committee leadership experience includes positions with Orlando Tech Association, Special Olympics Florida, American Association of Advertising Agencies and many more.



The North American Veterinary Community



CONNECTIONS



KNOWLEDGE



INNOVATION



SKILLS



DISCOVERY

BETTER CARE FOR ANIMALS EVERYWHERE.

Moore earned a Bachelor of Science degree in Health Services Administration from the University of Central Florida in Orlando, Fla. He currently resides in Oviedo, Fla., with his wife, Carmen, and daughter, Marley.

Details on the NAVC's veterinary professional development programs can be found at [NAVC.com](http://NAVC.com).

#### **ABOUT THE NAVC**

Founded in 1982 and headquartered in Gainesville, 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 16,000 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](http://NAVC.com) for more details.

###