

**For Immediate Release:**

July 22, 2013

**Contact: Meghan R. Golden**

352.244.3731 | [mgolden@navc.com](mailto:mgolden@navc.com)

**Peter Scott, APR, is hired as The NAVC's VP of New Product Development**

GAINESVILLE, FL— The North American Veterinary Community (NAVC) has announced that Peter Scott, APR, is its new Vice President of New Product Development. Mr. Scott has over 20 years of experience in social business, content development and custom publishing, eLearning and reputation management for major organizations worldwide.

Tom Bohn, NAVC Chief Executive Officer, stated, “Pete is an excellent addition to our team. With his background as an award-winning digital media, marketing, public relations, and eLearning professional, we’re confident he’ll lead the NAVC’s transformation to a 365-day digital media environment, providing an exceptional digital media conference experience to the veterinary community. We’ve already launched into this effort with Pete’s guidance.”

As an author, speaker, trainer and eLearning consultant through his firm Contiguity, Mr. Scott has worked with worldwide organizations including the Federal Reserve Bank, Procter & Gamble, FINRA, Red Bull, PepsiCo, Target, Walgreens, Northwestern University, PWC, Deloitte, Nielsen, The Federal Reserve Bank, The Canadian House of Commons, Saudi Arabian Capital Markets Authority, and others. He has been a featured speaker at Social Fresh, PRSA International Conference, the IIA's General Audit Management and International Conferences, the Board Retailers Association (SurfExpo), The Hispanic Business Conference, Visit Orlando, Audit World and many others. He will be a keynote speaker to the IIA Brasil's National Conference in Fortaleza Brasil in October 2013. He’s also the author of *Auditing Social Media: A Governance & Risk Guide*, published by Wiley.

In his role with the NAVC, Mr. Scott will serve as the catalyst for the development and management of all new NAVC products and initiatives, and will be accountable for revenue, profitability and customer satisfaction. Working closely with the CEO and Leadership Team, he will prioritize the NAVC’s strategic plan and develop actionable business proposals to bring new NAVC products and services to market. Mr. Scott resides in Orlando, Florida.

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

###

**Founded in 1982 and headquartered in Gainesville, Florida, the North American Veterinary Community (NAVC) is a nonprofit association that provides world-class professional development for the global veterinary healthcare community. The association's largest educational initiative, the annual NAVC Conference, hosts 16,000 attendees, 650 exhibiting companies and 350 speakers from more than 70 countries each year. Other educational offerings include the NAVC Institute, NAVC Expeditions and NAVC *Clinician's Brief*, the official journal of the NAVC. The NAVC's international conference partners include the Latin American Veterinary Conference (LAVC), Southern European Veterinary Conference (SEVC) and the Asian Pacific Veterinary Conference (APVC). Visit [NAVC.com](http://NAVC.com) for more information.**