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Pet Living Expert Kristen Levine Wins Corporate Pet Industry Woman of the Year Award

Women in the Pet Industry Network (WIPIN) winners selected at annual August conference

TAMPA, FL. (August 25, 2015) – [Kristen Levine](#), pet living expert, author, and founder of [Kristen Levine Pet Living](#), an online platform promoting health and happiness through pets at www.kristenlevine.com, was announced as “Pet Industry Woman of the Year,” in the Corporate category at the Women in the Pet Industry Network’s (WIPIN) Conference and Awards Show in Portland, Oregon on August 14, 2015.

[Women in the Pet Industry Network](#) (WIPIN), the pet industry’s leading organization focused on women who want to grow their businesses, created The Pet Industry Woman of the Year Awards to acknowledge the amazing females who dedicate their time and talents to improving the lives of all pets – dogs, cats, birds, fish, horses and exotics – and their parents.

“Women are at the forefront in innovation and growth within the pet industry,” said Shawna Schuh, President of WIPIN. “Because pets are so vital to us, the women who serve them should be recognized for their outstanding accomplishments.”

Twenty-five women were selected as finalists in the Pet Industry Woman of the Year Award competition, which was established three years ago. This year’s contest drew 55 nominations from across the United States and Canada. Aside from Corporate, other winners and award categories included:

- Alissa Gander, owner of Peace. Love. Paws (Solopreneur)
- Amanda Hessel, co-owner of Smart Animal Training Systems (Entrepreneur)
- Yvonne DiVita, CEO and co-founder of BlogPaws (Rising Star)
- Carol Bryant, founder of Fidose of Reality (Advocate)

There were five finalists in each category, with Yvonne DiVita being selected as the overall Pet Industry Woman of the Year for 2015 out of the five winners in each group. Finalists and winners were chosen by an independent panel of business leaders who are outside the pet industry.

“It was such an honor to win ‘Pet Industry Woman of the Year’ in my category at the WIPIN Conference and Awards Show this year,” said Kristen Levine. “I was nominated along with some true pioneers within the pet industry and it was humbling to stand alongside them. At the end of the day, I think we all recognize that the real winners are the pets and the people who love them.”

A pet industry insider for more than 25 years and resident of Tarpon Springs, FL, Levine understands the dynamics of animal welfare, pet and veterinary businesses, and the mindset of pet lovers and consumers. The premise of her brand, Kristen Levine Pet Living, is to meet the need of pet parents who seek content and connection with people who love pets as much as they do, and who want to also connect with brands and services they can trust.

[About Kristen Levine Pet Living](#)

Pet expert, speaker, author and advocate Kristen Levine founded Kristen Levine Pet Living to connect pet-positive companies with the vast audience of pet product and service consumers. The website is a multimedia platform where Levine offers stories, science and advice for living happier and healthier with pets. An industry insider for more than 25 years, Levine is uniquely positioned to create a bridge between companies and consumers. She served as PR Director for the Tampa Bay SPCA for 15 years promoting adoption and education. In 2003, she launched the first pet-focused marketing agency, [Fetching Communications](#), and later acquired [PetPR.com](#), providing creative public relations, social media and marketing campaigns exclusively to pet and veterinary businesses throughout the world.

As a pet lifestyle expert, Levine has logged more than 1,000 live national radio and television show appearances, hosts pet-centric satellite media tours and has been a spokesperson for companies including Comcast, Bissell and HSN. She has presented at the Society of Animal Welfare Administrators (SAWA) 2014 National Conference, the Petfood Workshop: Marketing to Today's Consumers, and the Women in the Pet Industry Network Conference & Awards Show. Her interest in the Baby Boomer audience includes writing a boomer-centric travel series for *FIDO Friendly Magazine*, along with presenting at the 2014 What's Next Boomer Business Summit, Silicon Valley Boomer Venture Summit and AARP Life@50 Expo. She also recently launched [Pet Living 50+](#), a marketing program that aims to assist pet-positive companies in building brand loyalty and engagement with pet lovers, age 50-plus. Levine lives in Florida with her husband, dog, two cats and two miniature donkeys. Please visit www.kristenlevine.com.

[About Women in the Pet Industry Network \(WIPIN\)](#)

Established in 2010 and acquired in 2012 by Shawna Schuh, the current president and Chief Pet Wrangler, WIPIN is headquartered near Portland, Ore., and serves a worldwide membership base of women in the pet industry. WIPIN has doubled in size under Schuh, and the Portland conference attendance in 2014 was up 30 percent from that in 2013. WIPIN helps entrepreneurial women grow their pet-focused businesses through unique networking opportunities, valuable business growth meetings and online resources. With more than 450 members, WIPIN is the premier networking organization for women in the pet industry, offering its members the opportunity to connect, share and learn from likeminded professionals. Learn more about the benefits of becoming a member at <http://www.womeninthepetindustry.com/wipin-member-benefits/>.

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