



# Ron Coughlin

## *Chief Executive Officer*

Ron serves as Chief Executive Officer for Petco, a leading pet specialty retailer that obsesses about delivering health and happy experiences for pets and the people who love them.

Ron joined Petco as CEO in June 2018 and is responsible for driving Petco's business strategy, direction and overall company performance. With more than 25 years of experience in consumer products and technology – working with some of the top consumer brands in the world – his expertise lies in transforming business by honing strategy, propelling innovation, re-engineering cost structures and driving global sales and marketing.



Ron came to Petco after four years serving as President of HP's Personal Systems segment, a \$33 billion global business that offers consumer and commercial products and services. Previously, he served as HP's SVP of Consumer PCs, SVP of LaserJet Hardware and Commercial Document Services and Solutions, and SVP of Sales, Strategy, and Marketing.

Prior to joining HP, Ron spent 13 years at PepsiCo in a range of senior executive roles, including Chief Marketing Officer of PepsiCo International Beverages. In that capacity, he was responsible for marketing activities across Pepsi, 7 Up, Gatorade, and Tropicana in all markets outside of the US.

Ron earned his bachelor's degree in international marketing from Lehigh University and an MBA from the Kellogg School of Management at Northwestern University. Ron is based at Petco's National Support Center in San Diego; he and his twins love taking their yellow Lab, Yummy, to Dog Beach in Del Mar.

*Updated June 2018*