



KATIE NAUMAN

Chief Marketing Officer

As Chief Marketing Officer, Katie sets the direction on Petco's long-term marketing agenda across all areas of the business, and leads Petco's enterprise marketing strategy and functions, including:

- Integrated marketing
- Customer loyalty and relationship management
- Media transformation
- Insight analytics
- Brand and creative services
- Marketing operations

With deep experience in global brand strategy, innovation and insights, Katie joined Petco in March 2020. Since then, she has led the development of Petco's effective integrated marketing model, and evolved the go-to-market approach, while increasing Petco's revenue, driving customer value and shifting the brand from

a pet retailer to a 360-degree health and wellness partner for pet parents.

Katie joined Petco after nearly a decade holding numerous B2C and B2B marketing positions at HP, including Head of Global Marketing for Z by HP. In this role, she led brand development, marketing strategy, product positioning, partner marketing, agency management and integrated campaigns across 170 countries.

Katie's work has earned recognition by Cannes Lions, CLIO Awards and Effie Awards.

Katie holds a bachelor's degree in management from Purdue University. She is based at Petco's National Support Center in San Diego.

Updated August 2021