



AMY COLLEGE

Chief Merchandising Officer

As Chief Merchandising Officer, Amy is responsible for developing and driving Petco's global merchandising strategy across all categories, including the beloved Petco-owned brands. Additionally, she leads merchandising operations, visual merchandising and company-wide demand planning.

Amy joined Petco in 2019 as Senior Territory General Manager for the Northeast of the country, and has played an integral role in the company's health and wellness transformation, overseeing a variety of strategic growth initiatives focusing on retail strategy and operations.

An accomplished retail executive, she brings two decades of experience across merchandising, demand planning, forecasting and vendor management.

Prior to joining Petco, Amy spent more than 20 years at Best Buy in various merchandising roles. As their Chief Category Officer for home theater, smart home, digital imaging and appliances, Amy led strategy, vendor partnerships, and the development of industry-leading customer experiences. Additionally, Amy held responsibilities in enterprise demand planning and forecasting, as well as vendor management, and served as a Board Member on the Best Buy Foundation.

Amy holds a bachelor's degree in business with an emphasis in marketing from University of Minnesota. She is based at Petco's National Support Center in San Diego.

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