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FRONTLINES personnel

Plato Pet Treats Welcomes New Executive VP

Plato Pet Treats (platogettreats.com) hired Jim Sharp as the company's new executive vice president of sales. Sharp has a track record of sales team leadership, industry insight and market share gains. His previous roles include head of sales and trade marketing.



"I'm extremely excited to join the Plato Team to lead the sales effort in providing an outstanding brand, extremely high quality products, industry-leading service and collaborative relationships to our distributor and retail partners," said Sharp.

"Jim brings a principled and strategic approach to service, which is compounded with high energy, enthusiasm, and experience," said Aaron Merrell, CEO of Plato Pet Treats. "I cannot wait to see what we can accomplish with Jim on the Plato team."

Pet King Brands Creates Three New Positions

Pet King Brands, Inc. (petkingbrands.com), the maker of ZYMOX Dermatology, ORATENE Brushless Oral Care and ZYMOX Equine Defense, added three new positions to the growing company's team of employees. These new positions include chief financial officer, national sales director and ecommerce sales manager.



Eilene Ash

"With our growth pattern and expanding business, the hiring of this talent in these three areas became an absolute necessity to stay in line with our strategic vision," said Pamela K. Bosco, president of Pet King Brands. "We are extremely fortunate to have found these three with backgrounds that complement the company and position us for even greater success. They have already made major contributions."



Dan Archetti

Eilene Ash joined as ecommerce sales manager and brings over 10 years of experience in the retail industry in both store management and as a manufacturer's rep. Her role will largely focus on the company's MAP policy and initiatives.



Gary Phillips

Dan Archetti, national sales director, has over 25 years in sales management selling into the pet specialty, mass, drug and grocery channels. Over the course of his career, he's built and developed successful sales teams as well as created mutually beneficial business relationships focused on delivering superior customer service.

Gary "Skip" Phillips, CPA, is overseeing the company's financial health, growth and stability as its new chief financial officer. His diverse background includes work with a multi-state veterinary clinic practice as well as non-profit and for-profit organizations.