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Feeders Supply Company Names Dan Dipiazza as Chief Marketing Officer

Louisville, KY (May 20, 2020) – Feeders Supply Company, LLC has announced the selection of Dan Dipiazza to serve as chief marketing officer (CMO) for Feeders Supply and Chow Hound Pet Supplies.

“Dan is a proven leader with a wealth of knowledge in brand strategy, content marketing, and consumer insight and engagement,” said Brannon Dixon, Feeders Supply and Chow Hound Pet Supplies CEO. “As Feeders Supply and Chow Hound continue to grow and develop our stores and services, I am confident that Dan’s experience and vision will enhance and elevate that lasting pet lovers experience within our organization.”

Dipiazza joins Feeders Supply Company with more than 30 years of marketing and communications experience. Most recently he spent 16 years as a vice president leading marketing at SeaWorld and Busch Gardens theme parks. During his tenure, the teams under his leadership achieved new milestones for sales, customer loyalty, and digital engagement. Dipiazza previously led communications programs for several national brands as a senior vice president and partner at the international public relations firm Fleishman-Hillard. In addition, he serves as an instructor in the Data Marketing Communications master’s degree program at West Virginia University.

“I couldn’t be more thrilled to join the Feeders Supply and Chow Hound team,” Dipiazza said. “This is such a dynamic company in an exciting industry. And what could be more fun than helping consumers with solutions to care for their pets?”

Dipiazza received his Master of Data Marketing Communication from West Virginia University and a Bachelor of Science in Journalism from Murray State University.

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Feeders Supply, “The Pet Lovers Store” is Kentuckiana owned and operated since 1959 and is recognized as a premier retailer of pet foods and pet supplies. Since 1988, the company has been partnering with the Kentucky Humane Society and 31 other local pet rescue organizations to assist with pet adoption events in store. Currently, the Kentucky Humane Society operates permanent adoption centers in seven store

locations. Over 72,000 animals and counting have been adopted through these partnerships. In addition to pet adoption, Feeders Supply assists with raising money for animal charities, as well as donating pet food and cat litter to animal rescues and shelters. With 24 stores, Feeders Supply is proud to serve the Louisville, Southern Indiana, Shepherdsville, Shelbyville, LaGrange, Elizabethtown, Frankfort, Lexington, and Northern Kentucky areas. Learn more at feederssupply.com.