



CONTACT: Ali Lamb
R and R Management
PHONE: 801-209-5115
EMAIL: ali@randrmgt.com

Executive Profile
DARLENE FRUDAKIS
President & COO

Darlene Frudakis, a pioneer in the pet industry, has specialized in the development and invention of products devoted to enhancing and improving pet health for more than 25 years. She was one of the first women to enter the once male-dominated industry, and today Frudakis is recognized as a foremost pet industry expert, serving as president and COO of PetAg, Inc.

Frudakis' career in pet product manufacturing began in 1982 when she recognized a need for an all natural, high-quality rawhide product for dogs. With the backing of her father and uncle, she developed Rawhide Brand, Inc., a manufacturer and marketer of rawhide chews that launched the trend of creating USA-made, healthy rawhide chews that are chemical-and preservative-free. Her company was one of the first to add flavoring to rawhide for dogs, and she redefined the product category by inventing the patented Round Safety-Knot® chew that slows down the chewing process so the rawhide lasts longer.

In 1991, Frudakis and her backers sold Rawhide Brand, Inc. to PetAg, Inc., which then became a wholly-owned subsidiary of Milk Specialties. Coinciding with that sale, she joined PetAg as vice president of the rawhide division and quickly advanced to vice president of sales and marketing, supporting all PetAg product categories. By 1995, she was named president and chief operating officer, and under her leadership, PetAg soon expanded its offerings to include the bird category by acquiring the Pink Parrot brand of bird toys and treats.

In 1999, she purchased PetAg from Milk Specialties with business partners, George and Sallie Gill. Through her visionary leadership, PetAg has produced numerous award-winning treats, chews and supplements to enrich and prolong the lives of pets. Frudakis' astute product development expertise has led the company to creating new product categories – such as supplements that deliver nutrients to pets through a palatable gel – and to becoming established leaders in growing categories, such as weight management and senior pet care products. PetAg has more than doubled its revenues in the pet nutrition category through Frudakis' proficient, hands-on management.

Frudakis' many prized achievements in pet product development have been profiled in top business and industry trade publications, and her knowledge is sought by key veterinarian and retail association trade shows and seminars where she regularly serves as a guest speaker. Additionally, she has been featured in pet stories in newspapers and consumer publications, and on national and regional radio stations.

Frudakis holds a degree in industrial and organizational psychology from Elmhurst College and currently lives in Marin County, California.