

## Press Release

### CASCO Pet appoints new CTO to drive product development

Global animal housing provider CASCO Pet has appointed Avi Solomon as its new Chief Technology Officer (CTO) to drive product development and technological innovation. The newly created position strengthens CASCO Pet's executive team as the company continues its aggressive growth strategy and expands its global market presence across the veterinary and pet retail sectors.

Solomon is a founding member of Modern Animal, a former product manager at IDEXX, and a former veterinary nurse. He brings with him more than two decades of hands-on experience advancing veterinary care through innovative design and technology.

As CTO, he will be responsible for developing CASCO Pet's technology ecosystem – advancing artificial intelligence (AI) integration, data analytics and connected devices. With a focus on real-world clinical application, Solomon will lead product design and development to drive impactful, practical innovations that can be integrated into existing workflows, to maximise clinical relevance and effectiveness.

Solomon said: "After 25 years in the veterinary industry, I've learned that real breakthroughs grow from compassion and a respect for the day-to-day realities of practice. CASCO Pet couples a proven business with a bold spirit of innovation, and that combination is rare. I'm honoured to be joining the team to help build on this great work, spark new ideas, and deliver tools that lighten clinicians' workloads while improving life for pets and their families."

Commenting on his appointment, CASCO Pet CEO Matthew Bubear added: "Avi is a real asset to the team. His considerable expertise in building tools that streamline clinical operations, improve patient outcomes and set new industry standards aligns perfectly with our business mission and values.

"We revolutionised veterinary clinical housing with the introduction of WELLKennels and we are excited to build on this innovation to further advance pet wellness and improve the working lives of veterinarians."

Solomon's extensive clinical background in emergency and critical care has guided his practical approach to innovation. As Head of Product at Modern Animal he led the creation of integrated electronic medical records, client-facing apps and systems connecting hospitals to external services.

Prior to that, he worked at DoveLewis Emergency Animal Hospital, where he used technology to guide clinical operations, developed the first veterinary-adapted blood bank management system and co-founded global educational platform, [atdove.org](http://atdove.org).

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CASCO Pet provides innovative animal housing solutions for veterinary practices, pet retail spaces and education facilities. The company is committed to enhancing pet wellness by redefining standards of care in animal housing. Its clinical WELLKennels system offers an array of fully customisable features that can be tailored to suit practices' specific needs, with a patented DRC Lighting System for enhanced comfort, monitoring and hygiene.

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**Notes to editor:**

For over 25 years, CASCO Pet has been at the forefront of a dynamic evolution in pet wellness. A visionary leader consistently pushing boundaries and setting benchmarks for excellence, we seek to bring transformative change to the entire pet care landscape. Providing customers with first class solutions in animal retail enclosures, our constant drive to challenge the status quo launched us into the world of veterinary clinical housing; our innovative WELLKennels are modernising the industry. With our solutions, veterinary and pet retail professionals are enabled to deliver the highest standards of care – animal wellness is our priority and at the heart of all we do.

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