

BETH KLEIN

BIO

Graduated from Virginia Tech in 2005 with a BA in Literature and a concentration in Agriculture. Spent 2005 - 2009 as a horse trainer specializing in dressage and eventing.

In 2009, started working for Kuranda Manufacturing.

Started in production and shipping then moved into customer service and then to pro account management. Currently the Director of Marketing at Kuranda, USA Inc. which includes managing:

the retail site (D2C): www.Kuranda.com

the site for pet care professionals (B2B): <https://www.kurandapro.com/>

our ShelterBeds donation program: <https://shelterbeds.org/>

Serving on the [IBPSA](#) IBBY award committee from 2024 – present.

Hosts [webinar series](#) that works to provide pet care professionals with information that may be helpful in running their business'.

Please summarize your experience and interest with the IACP. I attended the IACP conference for the first time in Aug. 2026 and was very impressed with the organization, its mission and its members. I joined shortly after the conference.

Why do you want to become an IACP Director? What do you hope to improve or work to improve to benefit the IACP?

In my experience with pet care professionals, they all got into the industry for love of the animals and many of them struggle with the business side of being a pet care professional. I want to help give them the resources they need to be successful and teach them ways to optimize their time so they can spend more of it doing what they love. I think many of them are intimidated by what they don't know and I want to help build a place they can turn to, to find all the answers.

What skills/areas of expertise, or knowledge will you bring to the IACP Board?

I have spent 17 years learning both the pet care industry and also small business and marketing. I believe I can help bridge the gap between those things with my knowledge of effective marketing and the tools available to make business goals easy and accessible. I also have been fortunate in all the wonderful

relationships I've built over the years and those relationships could be extremely helpful in building a network of experts we can reach out to for help and support.