

Michael Clark | Simmons Pet Food, Inc.



Michael Clark is a senior marketing executive with more than 30 years of experience driving growth through customer-centric strategy, brand development, and product innovation. As Vice President of Integrated Marketing at Simmons Pet Food, he leads cross-functional teams across marketing, R&D, sales, and procurement to develop new revenue streams and build impactful private label and branded portfolios across multiple pet food segments.

Prior to Simmons, Michael spent 27 years with the Kellogg Company, where he held leadership roles spanning sales, customer marketing, retail strategy, and integrated marketing. His career has been defined by a strong focus on the voice of the customer, collaborative leadership, and delivering measurable business results.

Michael brings prior nonprofit governance experience, having served on the Northwest Arkansas American Red Cross board, and well as contributing to his community through the Bentonville High School Band Booster organization. He is passionate about applying his strategic and leadership expertise to support mission-driven organizations and strengthen community impact.

Why I would like to serve on the NASC Board of Directors:

Simmons Pet Food's vision is to love, nourish, and delight pets by being the industry's most trusted partner. That vision recently led us to partner with NASC as we expand into pet health supplements—an exciting step that reflects our commitment to innovation, quality, and trust within the pet wellness space.

Through this partnership, I have seen firsthand the critical role NASC plays in advancing standards, credibility, and responsible growth across the pet supplement industry. By combining Simmons' expertise in research and development, regulatory compliance, and marketing with NASC's leadership, I believe we have an opportunity to help drive meaningful innovation that delivers value to retailers and, most importantly, to pet parents.

As the marketing leader supporting these initiatives, I am excited by the opportunity to contribute more directly to NASC's mission. Serving on the board would allow me to bring my experience in strategic growth, consumer insight, and industry collaboration to help further strengthen the organization and the important work it does for the industry.