

# Ravi Sheth, PhD | Kingdom



Ravi Sheth, PhD, is Co-Founder and Chief Science Officer at Kingdom, a leading supplier of clinically validated functional ingredients to pet supplement brands, including many NASC members, and has received ~\$40M in funding from investors, including Y Combinator, and through research grants from the NSF, USDA, and EPA.

Under Ravi's leadership, Kingdom has built one of the world's largest biobanks of natural microbes and has executed 11 clinical trials for pet health applications over the last two years, with many more planned. Ravi is actively involved in advancing the pet industry through organizations including AFIA, PFI, and AAFCO. He holds a PhD from Columbia University as an NSF and Hertz Fellow, with research on microbiome genomics published in *Science* and *Nature Biotechnology*, and is accredited as a Professional Animal Scientist

(PAS) with ARPAS. He regularly speaks at pet conferences, including Pet Food Forum and NASC, among others.

## Statement of Interest

NASC is at a historic inflection point. As the organization advocates for a permanent regulatory structure for the pet supplement industry, the work done over the next three years will shape this category for a generation. As someone with both extensive scientific expertise and deep commercial experience working day-in and day-out with NASC member brands, I would be honored to enthusiastically advocate for change on behalf of NASC members and to help pull in broader membership, so every voice is represented. This mission is also deeply personal. I'm a pet parent to a rescue pup named Koji (yes, named after the fermented food!), and so the health and well-being of pets isn't just my professional focus, but it's something that motivates me every day.

## Platform

**Advocate for a permanent regulatory structure.** The work NASC is leading to secure a permanent regulatory framework for pet supplements is the most important thing happening in our industry today. I want to help drive this forward, bringing scientific credibility and commercial pragmatism to the effort.

**Raise the evidence bar.** NASC has a tremendous opportunity to continue raising the bar on evidence-based claims and clinical validation across the industry. Having executed 11 clinical trials and built a portfolio of peer-reviewed science behind our ingredients, I would bring both the experience and the credibility to help drive this forward.

**Pull in broader NASC membership.** Big regulatory wins require broad coalitions. I would work to surface the perspectives of suppliers and smaller members into board priorities, so every part of the membership feels represented as NASC navigates this moment.

## Why Kingdom and I are qualified to represent you on the NASC Board of Directors

**Kingdom is a leading supplier to the pet supplement industry.** As a NASC Preferred Supplier, we supply clinically backed functional ingredients to many NASC primary supplier companies and work closely with brands day in and day out to develop products that deliver real, measurable outcomes for pets. This gives us a ground-level understanding of the challenges and opportunities facing NASC members.

**Hands-on policy experience.** Through AFIA, PFI, and AAFCO, we've been active participants in advocating for regulatory improvements that benefit pet parents and industry, and I bring direct experience advocating for policy change on Capitol Hill. I'm deeply enthusiastic about contributing to the systemic change NASC is uniquely positioned to lead.

This work matters because it directly impacts the pets (like Koji!) and pet parents we all serve. I would be honored to serve on the NASC Board and advocate tirelessly on behalf of members: bringing scientific rigor, industry relationships, and a deep personal commitment to this mission.