

## Stephanie Lee | PetLabCo.



Stephanie Lee is Co-CEO at PetLabCo., where she has spent the last five years heavily immersed in the pet supplements space with a special focus on manufacturing, operations and regulatory matters. Prior to PetLabCo., she has eight years of experience operating eCommerce companies, ranging from direct-to-consumer retail, subscription-based services, and marketplace service providers.

She started her career as an investment banking analyst for J.P. Morgan and as a corporate associate at the law firm of Wachtell, Lipton, Rosen & Katz. She then moved into the startup space and contributed in a wide-variety of roles as a co-founder and operator of a tech hardware startup called Alpha Audiotronics, as a program director for ClassPass, and as CIO for Packable (fka Pharmapacks).

Like so many mentors before her, she is a recovering attorney, who appreciates and, as odd as this may sound, is passionate about good problem solving. That is what she sees in NASC: providing a solution in an industry that needs to elevate standards vigilantly and constantly.

Outside of work, she is a foodie with a daunting appetite and will always make time for friends and family over good grub.

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

Becoming a NASC member company has truly transformed and seismically changed PetLabCo.'s approach to quality and educating the public on pet health and pet supplements. NASC's mission has positively and powerfully encouraged PetLabCo. to strive constantly for higher standards in the form of stricter quality control, disciplined marketing messaging, and investing in clinical studies – all for the benefit of pet health.

I have been fortunate to witness firsthand and participate in this evolution and maturation of PetLabCo. in its journey pre- and post-NASC membership, and I am only too painfully aware of the challenges that companies in this industry will continue to face in this ever-evolving world of hyper-commercialization fueled and made easier with digital reach and agentic AI.

NASC has built a powerful, unifying framework to guide the regulatory approach of states and companies toward pet supplements. This is the framework that we use daily in developing our products, navigating regulatory challenges, recording our customer interactions and collaborating with our marketing team in responsible messaging for the public.

I would like the opportunity to contribute to an organization that has meaningfully shaped PetLabCo.'s trajectory and prioritization of pet health and transparency with consumers. Thank you for considering my candidacy.