



Pet Age ————— 2020

# ICON AWARDS



## IAN W. MOSES

CEO and Founder  
Aussie Pet Mobile, Inc.  
Years in the industry: 25

### **Who or what inspired you to get into the pet industry?**

I was living in Australia, and trying unsuccessfully to find a way to get my dogs groomed. I came across a young woman washing a dog in an old horse trailer and the entrepreneur in me immediately saw an opportunity to provide a service that would have instant appeal and ongoing demand.

**What do you feel is your biggest contribution to the pet business and/or pet owners?** I anticipated that pet owners would benefit from having a service that would provide convenience and a better experience for them and their beloved pets. This vision created an opportunity for the industry to grow and a way for pets to get the very best of care right in their driveway.

**How would you describe your leadership style and how has it shaped your success?** I always manage from a place of loyalty and integrity. That management style has driven my business success and the success of my associates for over 50 years. I teach and mentor my associates and team members and then let them perform. I course correct as needed and then step back. Choosing the right associates, be they team members or franchisees, is a critical component in success.

**What is the biggest issue that needs more attention from the pet industry?** The pet industry is on a very solid growth path. To sustain that growth and reach the next level, the industry will need a solid influx of pet-loving individuals. The most valuable thing the pet industry can do is to implement a recruiting program to help attract pet-loving people, in need of new career paths, to our industry. The entire industry would benefit from this.