

# Dean's Quarterly

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## MBA Gone to the Dogs



Oscar E. Chavez

Merage School alumnus Oscar E. Chavez, DVM, FEMBA '12, has gone to the dogs...in probably the most positive way possible.

As a veterinarian, Chavez was already an advocate for animals. But, with the rise in dog food recalls and pet deaths from contaminated foods, he chose to make a difference.

In 2010, Chavez joined JustFoodForDogs as the director of Veterinary Nutrition and Education. There he leads a team in providing pet owners and other veterinarians with nutritionally balanced, tested, vet approved and freshly prepared whole food meals for dogs.

"JustFoodForDogs gives me the opportunity to apply my knowledge in veterinary medicine and nutrition, and my business expertise to an organization that is changing the way people care for their animals. When I learned about this company, I immediately saw the potential for growth and the opportunity for me to make the most of my training and education."

Chavez's evaluation of JustFoodForDogs was spot on. Recently the company expanded from one location in Newport Beach, California and added a second location in West Hollywood. A third location will be opening in Santa Monica in the next few months, with a

fourth planned by the end of the year.

"There is a real demand from pet owners for dog food that has only fresh, USDA, healthy ingredients and absolutely no preservatives," said Chavez. "We are in a unique time in the industry where dog owners are seeking whole food diets over commercial kibble or cans that use feed grade ingredients. Our goal with JustFoodForDogs is to raise awareness of these diets and help bring a simple, fast and affordable solution to as many pet parents and their dogs as possible."

Chavez is a graduate of the Royal Veterinary College in London, UK, and is a licensed practicing veterinarian who has focused on clinical nutrition since graduating vet school. In addition to being a FEMBA graduate from the Merage School, Chavez is a professor in canine clinical nutrition at Cal Poly Pomona, a member of the American Academy of Veterinary Nutrition, member of the Multidisciplinary Committee on the Veterinary Medical Board, and member of the American Veterinary Medical Association.

"As the leader of our team, Oscar brings not only a love for animals and deep technical expertise in the nutritional needs of dogs, but business acumen that has been a tremendous asset as we develop this idea into a multimillion dollar venture," said JustFoodForDogs founder Shawn Buckley.

"When you are shifting a paradigm in an established industry, and changing people's minds about what are best practices, it is important to have a solid foundation in marketing and public relations," added Chavez. "The education I received at the Merage School has given me strategic insight that has proven invaluable in our business. I recommend any professional, doctor, lawyer, or vet to pursue an MBA, as it changes the way you think about your profession forever, and gives you the tools you need to take your expertise to the next level."

JustFoodForDogs LLC, touted as the "World's First Dog Kitchen," provides freshly cooked, nutritionally balanced, whole food daily meals for healthy dogs and custom diets for sick dogs. All of JustFoodForDog's products are made from ingredients certified for human consumption by the USDA and then nutritionally balanced for dogs according to the most recent National Research Council standards. For more information, visit: [justfoodfordogs.com](http://justfoodfordogs.com).

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