



PetZONE 360[™] Appoints Manolita Moore, MBA as New CEO

A Division of Simulocity, LLC, PetZONE 360[™] (PZ3) Will Serve the Entire Pet Industry

ORLANDO, FL, February 15, 2022— [PetZONE 360[™]](#) (a division of [Simulocity, LLC](#)) has appointed Manolita Moore, MBA as CEO. With over 30 years in the veterinary and events management sector as a proven business leader, Manolita will lead PZ3 to unify the vast eco-system of the pet and veterinary industry, leveraging Simulocity’s award-winning, world-class, and immersive simulation technology.

Manolita has served in executive level positions from distinguished organizations, such as the University of California-Davis, Viticus Group (formerly Western Veterinary Conference), National Council of Juvenile & Family Court Judges (NCJFCJ), and recently The North American Veterinary Community (NAVC).

“We are honored to have such an innovative and strategic leader as Manolita leading PetZONE 360[™], and as part of the Simulocity family. Her impressive and proven track record of delivering world-class products and services to the veterinary industry, along with bringing record-breaking revenues for the organizations she has led, make her the perfect CEO for PetZONE 360[™]. We are excited to be bringing to the pet industry a ‘one of a kind’ digital transformation that leverages our innovative industry platforms, with the goal of evolving into the most sought-after pet platform in the world, said, Dr. Manny Dominguez, Founder & CEO of Simulocity, LLC.”

Manolita, notably in 2019, helped develop and launch the world’s first immersive Virtual Expo at NAVC called VMX Virtual Expo, just prior to the pandemic. She also introduced other innovative services, such as the Startup Circle, Pet Pitch Competition, Virtual Job Fair, Virtual Showcases among others, while consistently increasing revenues even in the midst of the COVID-19 pandemic. She brought in and received multiple industry awards, including TSE Gold 100 and TSNN Pro Show Awards, recognizing NAVC and her industry leadership and innovations.

Manolita is known for her accomplishments during her 17 years as the Chief Operating Officer at the Western Veterinary Conference, where she helped the organization grow to what it is today. She was one of the major players during the construction of the Oquendo Center (now Viticus Center), — a state-of-the-art clinical facility that provides hands-on education for both human and veterinary medicine.

A big supporter of the trade show and convention industry, Manolita has received multiple industry awards over the years. She has been a longtime member of the IAEE (International Association of Exhibitions & Events), where she served as a Board Member and received her CEM (Certified Exhibition Management) designation.

Manolita actively volunteers and serves on the following groups: AVMA (American Veterinary Medical Association) DEI Council, IAEE Women’s Leadership Committee, TSE (Trade Show Executive) DEI Task Force, and Connect Citywide Executive Advisory Board.

“I am beyond thrilled and truly honored to be leading PetZONE 360™! PZ3’s mission is to unite the pet and the veterinary community by creating unlimited connections and providing easier access to care, products, and services -- all within one unified platform to help improve the lives and health of companion animals worldwide. I look forward to utilizing my knowledge and connections, and support from the pet and the veterinary industry to bring this important mission to reality.” Ms. Moore can be reached at Manolita@PetZone360.com or Manolita@Simulocity.us.

About PetZONE 360™

The PetZONE 360™ Platform, which is set to launch in Q3 of 2022, is powered by Simulocity, LLC. The organization has an extensive record in building virtual industry platforms across the globe and will now be launching PZ3 to unify the vast pet eco-system of retailers, consumers, veterinarians, learners, and the pet service industry. With PZ3, the platform will aim to create the world’s largest virtual marketplace, along with making the best products and services more readily available to veterinary professionals and pet owners. Additionally, PZ3 will provide opportunities for industry partners to sell and showcase their products, services, sponsorship opportunities, year-round. With its ‘Center of Excellence’ feature, PZ3 will enable the sharing of best-practices 24/7, including clinical education, veterinary forums, medical and gamified training, live and on-demand events, virtual clinics, and much more. “PetZONE 360™ will aim to unify the vast pet and veterinary eco-system into a singular, cohesive platform, in one of the fastest growing markets in the world, said Dr. Manny Dominguez, CEO of Simulocity.”

The PZ3 Community will leverage Simulocity’s world-class and immersive platform to make them feel ‘virtually there!’ Its technology currently serves over 1,500 clients and is continuing to expand into ever-increasing sectors and industries.

About the Company

Located in Orlando, Florida, Simulocity is a technology solutions firm comprised of top innovators with decades of proven results in delivering innovative and ground-breaking technologies around the globe. Simulocity develops customized simulation technologies for a myriad of industries, such as healthcare, education, training, and events management. Their expertise is in integrating and innovating leading-edge technologies, including virtual platforms for business, virtual-reality, learning via gamification, business intelligence, combined with expert project management.

Simulocity is the recipient of numerous awards, including Healthcare Tech Outlook - Top 10 Healthcare Simulation Solution Providers, CIO Applications – Top 10 Simulation Solution Providers, and CIO Review – 20 Most Promising Gamification Technology Solution Providers.

Contact Information

info@simulocity.us

1-844-SIM-TEAM

www.simulocity.us