



Robin Brogdon, MA, Owner, President of

BLUEPRINTS VETERINARY MARKETING GROUP, INC.

Entrepreneur. Marketing strategist. Chief mutt rescuer. Robin Brogdon has many titles, and as the founder of BluePrints Veterinary Marketing Group, Inc., she is as passionate about fostering partnerships between board-certified veterinary specialists and primary care veterinarians as she is about the four-legged patients they serve. Robin's diverse career spans over 30 years, and includes work in business administration and marketing for a Big Ten university athletic department, a professional sports franchise, a media company, as well as leadership roles in specialty veterinary practices. BluePrints was born out of a desire to focus awareness on specialty veterinary care. For many pet owners, the onset of disease or injury in furry family members is devastating, and sadly, few are aware of the advanced care options available. In fact there are over forty distinct veterinary specialties (including internal medicine, cardiology, oncology, dermatology, neurology, and surgery to name a few). By helping specialists market their expertise to primary care veterinarians for referrals, Robin and her expert team are increasing access to services that can improve the quality of life for pets and the owners who love them. "Bringing expert clinicians, technology, and medical advancements to pet owners is incredibly satisfying. After all, it's what I want for my own pets."

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