



FOR IMMEDIATE RELEASE

Dr. Kerri Marshall Selected as 2020 Iron Paw Recipient

Veterinarian honored for her innovative technological advancements impacting the global animal health industry.

KANSAS CITY, Mo., Dec. 8, 2020 — The KC Animal Health Corridor is pleased to announce that Kerri Marshall, DVM, MBA, has received the prestigious [Iron Paw Award](#) for her significant impact and contribution to the global animal health industry. Awarded virtually this year, the honor spotlights one remarkable individual who is dedicated to advancing innovation, education, public awareness and market expansion in the veterinary space.

The Chief Information Officer at Compassion-First Pet Hospitals, Dr. Marshall leads a team focused on creating a much-needed digital ecosystem designed to propel the international veterinary industry forward. This technology enhances the collaboration between local referring veterinarians and their clients to ensure the most positive outcome for patients.

“We are thrilled to honor Dr. Marshall with this year’s Iron Paw Award,” said Kimberly Young, president, KC Animal Health Corridor. “The technology she is spearheading for our industry is vital to the success of veterinary practices. Her impact will be felt by veterinarians and their patients around the globe.”

Prior to joining Compassion-First Pet Hospitals, Dr. Marshall was the Chief Veterinary Officer and a Board Member at BabelBark. During her time at the company, she launched the first horizontal technology platform ensuring veterinarians participate as leaders in the rapidly growing digital pet services space. She was also the Executive Vice President of Consumer Experience and Chief Veterinary Officer at Trupanion, as well as the inventor of the Trupanion Express® software, which replaced the frustrating pet insurance reimbursement model with a direct payment solution.

“I’m honored to receive the Iron Paw award and excited the Corridor acknowledges the ever-growing impact technological innovation will make on the animal health industry,” said Dr. Marshall. “Veterinary medicine is entering a new era of technology-enhanced communications with clients, who are often very technology savvy and equate quality of medicine with use of modern technology. Well-designed technology customized to our workflow can greatly improve the client and veterinary team experience.”

Dr. Marshall’s impressive legacy of passion, dedication and driving change in the industry will undoubtedly continue to grow. “She is an inspiring woman and a brilliant technological thinker,” Young said. “I’m sure we’ll see much more from this trailblazer in the years to come.”

About the KC Animal Health Corridor

Companies with a business location in the KC Animal Health Corridor account for more than half of the sales generated by the global animal health industry. The Corridor, anchored by Manhattan, Kansas, and

Columbia, Missouri, is home to more than 300 animal health companies, representing the largest concentration in the world. For more information, visit www.kcanimalhealth.com.

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