

Ernest E. Ward, Jr., DVM, CVFT

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DEGREES/CERTIFICATIONS

Chi University

Certified Veterinary Food Therapist, 2013

USA Triathlon

Accredited Triathlon Coach, 2007

American Fitness Professionals and Associates, 2005

Certified Personal Trainer

University of Georgia College of Veterinary Medicine, Athens, Georgia 1988-1992

Doctor of Veterinary Medicine, May 1992

SELECT PROFESSIONAL EMPLOYMENT

Basepaws Veterinary by Zoetis June 2022 - Present

Veterinary Medical Lead

2018-2022 - Basepaws Chief Veterinary Advisor

Lead veterinary team, business strategy, and professional outreach - pet genomics.

VerticalVet, Charlotte, NC January 2018 - Present

Chief Veterinary Officer, Co-Owner

Group purchasing organization. Over 1,200 veterinary clinic members as of Jan 2023.

Oversee veterinary professional educational programs.

E3 Management, LLC, Ocean Isle, NC January 1999 - Present

Chief Executive Officer, Owner

Veterinary practice and industry consulting services.

Affordable Pet Labs, Phoenix, AZ October 2020 - December 2021

Chief Strategy Officer, Co-Founder, Co-Owner

Startup nationwide home veterinary laboratory services.

Wild Earth Pet Foods, Berkeley, CA January 2018 – January 2021

Chief Veterinary Officer, Co-Founder

Startup plant-based pet food and nutritional supplement company. Head of nutritional formulations, research, development, business strategy, and professional communications.

Petplan Pet Insurance, Philadelphia, PA January 2003 – January 2019
Board Member, Advisor
Veterinary advisor, business and marketing strategy

Rachael Ray Show, New York, New York August 2007 – September 2014
Veterinary Content Contributor, On-Air Talent, Content Advisor
Regular on-air appearances, developed television show content

Seaside Animal Care, LLC, Calabash, NC August 1993 – January 2013
Chief Executive Officer, Chief Medical Director, Owner
Multi-doctor small animal veterinary hospital.

PUBLICATIONS

Select Books and Textbooks

Textbook Chapter Author

Pet-Specific Care for the Veterinary Teams, 1st edition
“Approaching Obesity on a Pet-Specific Basis”
2021 - Wiley Publishing Company

Textbook Chapter Co-Author

Veterinary Clinics of North America: Small Animal Practice
Small Animal Obesity: Communicating with Pet Owners About Obesity: Roles of the
Veterinary Health Care Team
2016 - Elsevier

The Clean Pet Food Revolution: How Better Pet Food Will Save the Planet

2019 - Lantern Publishing, New York, NY
Book about novel pet food ingredients, biotechnology, future foods, cultured proteins, and environmental impacts of pet foods.

Better You, Better Dog, Better Life: 30 Days to Happiness with Your Best Friend

2019 - 47 Journals Publications, Knoxville, TN
Co-authored, book about pet nutrition, pet and human obesity, parallel weight loss programs

Chow Hounds: Why Our Dogs Are Getting Fatter – A Vet’s Plan to Save Their Lives

2010 - HCI Publications, Palm Beach, FL
Book about pet nutrition, pet obesity, weight loss programs

Creating the Veterinary Appointment

2006 – E3 Publications, Calabash, NC
Practice Management and Staff Training Book and Video series

Creating the Veterinary Experience

2000 – E3 Publications, Calabash, NC
Practice Management and Staff Training Book and Video series

Select Educational Articles and Research

North American Veterinary Community (NAVC) *Today's Veterinary Business* Columnist
Opening Shots – opening magazine column
December 2020 – Present

Dogster Magazine Regular Columnist (formerly “Dog Fancy”)
The Vet Is In – pet medical column
January 2017 – Present

Journal of the American Animal Hospital Association
2014 AAHA Weight Management Guidelines for Dogs and Cats
Co-author weight management guidelines for small animal practice

Companion Animal Nutrition Summit – Author – 2015
The Weight of Silence: Opinions, Attitudes and Solutions for the Pet Obesity Crisis
Official selection for publication

LifeLearn Client Education Series
2002-2010
Authored over 200 veterinary medical educational handouts
Most-widely used North American educational handouts to date (VCA, Idexx, etc.)

Long-term Drug Monitoring Guidelines for Small Animal Practice
Originally published 1999 – later adapted by Idexx Laboratories – most-widely used small animal drug monitoring guidelines

Board Member and Regular Contributor to *Veterinary Economics*: 1999 - 2017
Authored and Co-Authored over 50 practice management, leadership, and communications articles

Since 1999, has published over 100 practice management, pet nutrition, communication, and leadership articles in a wide variety of peer-reviewed medical and veterinary publications.

Since 1999, have lectured extensively throughout North America, Europe, South America, and Asia.

SAMPLING OF CE-APPROVED RECENT LECTURES

2021 British Small Animal Veterinary Association Annual Congress – UK

On fire or burning out? Why self-care really matters
Productivity is more than a number: Rewarding and recognizing team excellence
How I hire: Essential attributes of excellent employees
Why culture matters

2021 Vet Team Global Stream – US

Overcoming Post-Veterinary School Deceleration (PVSD): 5 Actions for a Lifetime of Passion and Purpose
Success Begins and Ends with the Support Team: Cross Training for Collective Success
How to Get Your Boss to Listen to You: Sharing Ideas, Negotiating Terms, and Civil Confrontation

2021 Vet Show Live – New York

Optimal Productivity with Maximum Happiness: Why self-care really matters
Benefits of Becoming a ‘Specialized-Generalist’ Veterinarian

2021 Virtual International Weight Congress – UK

The Art of Change – Communicating and Implementing a Successful Pet Weight Loss Program

2020 Vet Team Global Stream – US

#Winning at Social Media, Texting, and Online Reviews
Accidental Pet Care Shaming: Are Our Actions Inadvertently Discouraging Pet Owners or Creating Angry Clients?

2020 Innovative Veterinary Care Virtual Expo – Canada

Keynote Presentation - Our Passion, Our Profession, Our Gift: How to Open Your Mind and Live Up to Your Highest Potential
The evolution of the innovative veterinary healer

2019 Southern European Veterinary Conference – Seville, Spain

Top 5 Global Pet Industry Trends to Help Grow Your Practice
Using Technology to Improve Professional Communications
Staff Training to Improve Patient Care and Improve Efficiency

2019 VIII State Congress of Small Animal Veterinary Clinics, Rio de Janeiro, Brazil

Leadership Skills for Veterinarians
Staff Training and Performance Evaluations
Long-term Drug Monitoring, Common Interactions, and Client Communication

2019 National Veterinary Conference – Moscow, Russia

Future Pet Foods
How to Interpret Pet Food Labels
Staff Training for Success
Future Technological Trends that Will Affect Veterinary Medicine

2019 Super Zoo Conference – Las Vegas, NV

Bridging the Pet Nutrition Gap between Pet Stores and Vets
Future Pet Foods and Emerging Trends to Watch

SELECT HONORS & ACTIVITIES

- National Practice of Excellence Award – 1999 – awarded to the top small animal clinic in the United States – youngest recipient ever
- First veterinary practice management articles published in UK and Japan - 1999
- Founding Member VetPartners (originally Association of Practice Management Consultants and Advisors) – 2000
- “Speaker of the Year” – 2004-2005 North American Veterinary Conference, Orlando, FL
- Association for Pet Obesity Prevention – Founder – 2005 – world’s leading pet obesity organization – President
- First veterinary practice management articles published in Canada – 2005
- First Veterinary Practice Management Series to be published in China – Author – 2009
- Published Veterinary Business Management series in Taiwan – Author – 2010
- AVMA WebMD Featured Veterinary Expert – 2011
- Personal Wellness Editor – 2011 – dvm360
- “Continuing Educator of the Year” – 2012 – Western Veterinary Conference – Las Vegas, NV
- Senior Veterinary Editor – 2013 – Pet Health Network
- “Champion for Cats” Award – 2013 – CATalyst Council
- Southern European Veterinary Conference – Chair of Practice Management Program and Scientific Committee – 2013 - Present
- The Grey Muzzle Organization – Advisory Board – 2014 - Present
- Project 25 – Pet Life Extension Organization – Founded 2015
- Cat Friendly Practice – Advisory Council – 2015 - Present
- Create, host, and produce the popular veterinary podcast “The Veterinary Viewfinder,” – a weekly podcast with over 15,000 downloads on average per month – 2016 – Present
- Mission Rabies – Board Member – 2017 - Present
- “Veterinary Journalist of the Year” Award – 2018 – New York Pet Fashion Show
- Student AVMA National Convention – Keynote Speaker – 2019
- NAVC/VMX Vetty Award Winner - Podcast - “The Veterinary Viewfinder” - 2021
- Morris Animal Foundation - Scientific Advisory Board - 2022 and 2023
- Morris Animal Foundation - Animal Welfare Committee - 2024 - Present