



Brian Lyman, COO  
Mobile Veterinary Specialists  
704-764-6334  
brian@vetmoves.com

FOR IMMEDIATE RELEASE 09/01/2021

**MOVES Announces Dr. Joanna Fry as New Company President**  
*Dynamic Veterinary Specialty Company Looks to Sustain Rapid Growth*

**Davidson, NC:** The co-founders of MOVES Mobile Veterinary Specialists announced today the promotion of Dr. Joanna Fry to her new position as President of the company. Dr. Fry steps into the role after a year as the company's VP of Business Development, a position she obtained after completing an Executive MBA program at The Ohio State University and following years of clinical practice as a board-certified internal medicine specialist.

"MOVES is experiencing rapid organic growth across the country," says Chairman & CEO David Hoe, "and Jo's leadership over daily operations will ensure our ability to maintain this trajectory while remaining true to our core values."

Since earning her veterinary degree in 2008 and prior to joining MOVES in 2020, Dr. Fry worked in clinical practice, advancing through internship and residency to achieve board-certification in 2013. A self-proclaimed lifelong learner, Jo is dedicated to personal and professional growth with a particular passion for initiatives focused on health, wellbeing, emotional intelligence, and leadership development within the veterinary industry.

**About Mobile Veterinary Specialists:** MOVES is a privately-held company, founded in 2018 with the mission of breathing new life into the veterinary specialist vocation. With 26 active and upcoming specialists serving communities in 16 States, MOVES is a dynamic and fast-growing organization that represents a truly unique opportunity for veterinary specialists and technicians alike to adopt a model of practice that balances clinical practice with personal autonomy and well-being.

###