

## Contact

[www.linkedin.com/in/ailuna](https://www.linkedin.com/in/ailuna)  
(LinkedIn)

## Top Skills

Leadership  
Start-ups  
Product Management

## Languages

English  
Spanish

## Honors-Awards

Winner - Corporate Sales Role Play  
Competition - Spring 2017

Winner - Business Plan Pitch  
Competition - Fall 2016

Winner - Feasibility Study  
Competition - Spring 2016

Finalist - Texas State University  
Annual Business Plan Competition -  
Spring 2016

Winner - Corporate Sales Letter  
Competition - Spring 2017

## Patents

Transparent Silicone Cover  
for the Safeguarding of Glass  
Pharmaceutical Vials

# Andrew Luna

CEO of hound | Leap '22 | Latino | World Traveler | People Person  
Denver, Colorado, United States

## Summary

Hound is building the future of work in veterinary medicine.

I am a high-impact leader with more than 10 years' experience in the veterinary industry and SaaS startups. I have driven growth for companies in North America, Asia-Pacific, and Europe, including two successful exits.

My passions include travel, culture, cuisine, and community. I am amazed by the vibrancy and diversity of humans, and hope to bring us all closer together through my work.

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## Experience

hound  
Founder & CEO  
August 2020 - Present (2 years 1 month)  
Denver, Colorado, United States

The future of work in veterinary medicine.

Helping the people of vet med work how they want & love the work they do.

Launched Q4 2021 Pre-seed oversubscribed and currently raising our seed

Leap Venture Studio & Academy  
Accelerator Program (Cohort 5)  
February 2022 - May 2022 (4 months)  
New York, United States

Leap is the top pet care accelerator in the world.

Selected as one of 6 pet care startups out of over 140 global applicants.

Started in 2018, Leap Venture Studio has quickly become the most effective startup accelerator in the pet care industry. The world-class networks and resources of R/GA, Michelson Found Animals, and Mars continue to help

innovative pet care startups improve the lives of pets and their owners. Over \$100M has been raised by the first 4 cohorts, plus multiple exits.

### Pet Care Collective

Founder

2022 - 2022 (less than a year)

Denver, Colorado, United States

A community of pet care professionals, created by hound.

We created Pet Care Collective for one reason - connection. Through unifying the sharpest minds and kindest hearts in pet care, our goal is to craft a better, brighter future for the people of our industry. People must come first.

Healthier culture. Better technology. Stronger community.

### BLEND

Advisor

2022 - 2022 (less than a year)

DEIB certifications for veterinary teams.

Advising on brand, technology, and early adoption/key accounts.

### Vetstoria ##

Head Of Sales

March 2020 - September 2021 (1 year 7 months)

London, United Kingdom

(Acquired)

Vetstoria is the world's #1 veterinary appointment booking engine. Vetstoria drives millions of bookings annually in 20 countries, and funnels hundreds of millions in revenue for thousands of partnered clinics.

I led the North American market launch and expansion

### Tripadvisor

Area Manager

August 2019 - March 2020 (8 months)

Phuket, Thailand

Tripadvisor's eatigo is the #1 marketplace for restaurant reservations in Southeast Asia. Supporting 6,000+ restaurants in 8 countries, we seated more than 1.5 million diners monthly.

I successfully launched the marketplace in Phuket, managed all regional operations, and executed strategy cross-functionally across several departments and geographies.

- Developed supply and demand in a new market; >150% revenue target achievement
- Hired, developed, and empowered a team of BDMs and BDEs; increased monthly key account acquisition from 7% to 33%
- Executed and supported marketing strategies which attained 30% conversion rates and 10,000+ MAU
- Directed sales, implementation, and account management for 150+ restaurants and hotels
- Developed OKRs which improved my team's qualitative and quantitative performance
- Analyzed KPIs and delivered monthly, weekly, and quarterly reports to executive leadership

## PAZ Veterinary

Director of Operations

July 2017 - August 2019 (2 years 2 months)

Austin, Texas, United States

(Acquired)

PAZ was voted the #1 veterinary practices in Austin more than 10 times and we booked more than 40,000 appointments annually.

I led the growth and management of the company through expansion and acquisition.

- Grew from 1 to 4 hospitals and drove annual revenue from \$2MM to \$10MM
- Discovered real estate, designed three new hospitals, and oversaw new practice launches
- Implemented strategies and technology which generated over \$10MM in lifetime value
- Grew our customer base over 20,000 customers and secured more than 40,000 bookings annually

- Developed and managed the executive team, pre-opening teams, and regional customer experience teams and expanded support staff count 220%
- Improved operational efficiency and customer experience by implementing a full suite of administrative and customer-facing software solutions
- Created and maintained strategic partnerships with more than 20 companies
- Established data analytics and had ownership of KPIs

## Various Companies

### Veterinary Technician

May 2011 - July 2017 (6 years 3 months)

## LUNA Innovation

### Founder

January 2015 - December 2015 (1 year)

Austin, Texas, United States

In college, I invented and patented a pharmaceutical packaging solution and formed a startup team to take on big pharma.

We validated the product with several healthcare executives (including HCA and Tenet), developed a pretty cool functional product, established manufacturing and distribution, got beat up by big pharma, and learned plenty.

My patented invention prevented hazardous drug contamination and pharmaceutical vial breakage. Successful implementation would solve many safety, financial, and temporal threats throughout the healthcare supply chain.

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## Education

### Texas State University

Bachelor of Business Administration (B.B.A.), Business Administration and Management, Entrepreneurship · (2015 - 2017)

### Product School

Product Management Certificate, Product Management · (2021)

### Cornell University

Hospitality Management Executive Certificate · (2019)

### Keller High School