

"FROM RAGS TO RICHES: BILLION-DOLLAR BUILDER UNVEILS SECRETS TO SUCCESS"

By Grace Woram



Background on Cord Christensen and Katie Turner Christensen.

On Thursday evening, March 14, 2024, at six o'clock, my roommate, Camryn, and I anxiously arrived at Falks Theatre. The Skyes Hall of Fame Business Speaker Series, hosted by the Skyes College of Business, featured a presentation titled "How You Can Teach a Dog New Tricks: Cord Christensen's Journey to Building A Billion-Dollar Revenue Company (And How Katie Trained Him)" with speakers Cord Christensen and Katie Turner Christensen. As we took our seats amid hundreds of other kids, I looked to Camryn to assess her excitement. "How are you feeling?" I inquired. She said, "I'm so pumped to hear the insights and wisdom they're going to share with us students."

A spotlight lit the stage, and Frank Ghannadian, dean of Skyes College of Business, entered, greeting the lively mass of students in the auditorium. "What a pleasure to see such a turnout," he said. Ghannadian then greeted Cord Christensen, the founder of PetIQ, and his partner Katie Turner Christensen as

they approached the couch. Cord Christensen delved into his road to developing a billion-dollar revenue corporation, with Katie's guidance influencing the discussion. The atmosphere was electric as every student hung on Cord's every word, hungry for insights into the secrets underlying his extraordinary success.

Cord highlighted the success story of PetIQ, his billion-dollar firm that provides affordable pet care options across the country. With a finance degree from Boise State University, he began his entrepreneurial experience with Albertson's Companies, where he founded various enterprises worth more than \$10 billion in sales. In 2010, he co-founded PetIQ with his partner, Katie.

Katie, a seasoned investor relations and strategic communications professional, with 15 years of experience guiding global consumer branded goods firms through IPOs and beyond. She sharpened her talents as a strategic financial analyst, first at Georgeson and then at ICR, delivering crucial Wall Street insights and helping customers to face financial communication issues with confidence.

I looked at Camryn, whose smile brightened the room. When I asked why she was so happy, she replied, "I'm amazed by the impact women are making in this industry and how they're rising above." Christensen then dug into PetIQ's history. Today, PetIQ is the only nationwide network that provides quick walk-in access to preventative and minor emergency veterinarian treatments across 2,600 locations.

As the presentation concluded, Ghannadian thanked us for coming and noted the series' popularity. After most people had departed, I approached Cord and Katie, eager to learn more. Cord indicated "Our intention is to retain company pace while refurbishing a residence on Bayshore Boulevard." Intrigued by Katie's insights, I asked about their plans. She explained "Acadia Investor Relations' specialization in investor relations for financial businesses." I thanked them for their time, satisfied with the knowledge I had learned. To find more about Skyes Hall of Fame Business Speaker Series visit <https://www.ut.edu/academics/sykes-college-of-business/sykes-hall-of-fame-business-speaker-series> and to learn more about PetIQ visit <https://petiq.com/>.



The Christensens giving a presentation on "How You Can Teach a Dog New Tricks: Cord Christensen's Journey to Building A Billion-Dollar Revenue Company (And How Katie Trained Him)."