



Worldwise, Inc.
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Worldwise Hires Industry eCommerce veteran John Stephens to Accelerate Digital, eCommerce and DTC Growth Strategies

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About Worldwise

Since 1990, Worldwise has been committed to creating the best in cat & dog accessories for pets and pet parents. Our family of brands all stands for the highest in quality, innovation, safety, and satisfaction. Our solution-based designs address the challenges of pet parenthood with thoughtful, fun, and effective products across diverse categories like cat toys, pet bedding, dog toys, cat scratchers, travel accessories, pet treats, and more. For more information on our award-winning products, innovation, thought leadership, please visit www.worldwise.com or connect on [LinkedIn®](#).



[Worldwise, Inc.](#), a global leader in the retail pet industry, has hired John Stephens as Vice President eCommerce and Digital Marketing. His first day with the company was January 25, 2021.

As Worldwise aggressively expands its eCommerce and digital strategy to meet rapidly scaling global demand, Stephens will be responsible for managing the company's omnichannel digital sales and marketing strategy. As a leader in the dog, cat and pet travel categories, Worldwise is uniquely positioned to benefit from the accelerated growth of digital, and the company is focused on maximizing their direct-to-consumer business by directly engaging with and optimizing value from its base of loyal customers around the globe.

Stephens brings 20 years of digital marketing, eCommerce and leadership experience, with a diverse background from the brand and agency side. Most recently, he led marketing, digital and eCommerce for MacPherson's, a leading retail and eCommerce distributor for creativity products and art supplies.

Prior to his time at MacPherson's, he led global digital marketing and E-Commerce strategy for Dolby Laboratories, Inc., and Dell, Inc. He kicked off his career in the advertising agency business, leading account management, integrated marketing and digital experience strategy for clients such as Dell, Franklin Templeton Investments, Levi's and UC Berkeley. He earned a B.A. in History from the University of Southern California.

For more information on Worldwise and their award-winning brands and product-solutions for pets and people, please visit www.worldwise.com.

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