

CUDDLY INC. NAMES BRITTNEY LATINI TO VICE PRESIDENT OF DIGITAL MARKETING AND eCOMMERCE

Brittney Latini was named to the newly created position of Vice President of Digital Marketing and eCommerce for CUDDLY INC.

SEAL BEACH, CA, UNITED STATES,
August 18, 2020 /EINPresswire.com/ --
-- Digital Transformation Leader Will
Continue to Expand the Animal Welfare
Fundraising and Wishlist Platform

[Brittney Latini](#) was named to the newly created position of Vice President of Digital Marketing and eCommerce for [CUDDLY INC.](#), it was announced today by John Hussey, CUDDLY Founder | CEO. In her new role, Latini will be responsible for leading donor acquisition marketing and supply chain partnerships.

As a digital transformation leader with a diverse background in agency, brand, digital and eCommerce, Latini has been helping brands grow online for over 12 years. She joins CUDDLY from CANIDAE Pet Foods where she served as Senior Manager of Digital Marketing & eCommerce. During her tenure, she developed and scaled the company's multi-million dollar eCommerce channel with retail partnerships that included Amazon, Chewy, Petco and PetSmart.

"I'm honored to be joining such an amazing company, and I look forward to helping CUDDLY grow brand recognition and acquire new donors to help save the lives of countless animals worldwide," stated Latini.



Brittney Latini to Join Team at CUDDLY Inc.

The logo for CUDDLY Inc., featuring the word "CUDDLY" in a bold, red, sans-serif font. A small registered trademark symbol (®) is located to the upper right of the "Y".

CUDDLY Inc

“

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Brittney Latini

“We are thrilled to welcome Brittney to our executive team. With her leadership and expansive background, we are able to continue to improve and increase our donor marketing efforts, thereby helping our sheltering partners gain access to much needed funds and products as they work tirelessly to serve the animals in their care,” commented Hussey.

About CUDDLly

CUDDLly is a fundraising and wishlist platform dedicated to helping animal organizations worldwide, while supporting

over 2,000 non-profit animal shelters across the United States. The for-good startup seeks to help all animals find a healthy life and a loving home. Through CUDDLly, animal lovers can purchase and give in a modern, transparent way, via online shops, gift registries and monetary donations. CUDDLly also provides fundraising and marketing support, as well as valuable community business tools, to help support the important initiatives of animal welfare organizations. For more information, please visit cuddly.com.

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