



[kristenrisby.com](http://kristenrisby.com)

## References

### **Tara McHenry**

VP of Operations, Wag N' Wash  
260.414.4173  
Tara Reported to Me

### **Robert Crawford**

CEO, Central Bark  
847.400.4861  
I Reported to Bob

### **Dan Remus**

Founder, Wag N' Wash  
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I Reported to Dan

### **Amanda Moore**

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Amanda Reported to Me

### **Amber Christiansen**

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### **Haley Erstad**

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### **Benjie Moser**

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I Supported the NE Territory

# KRISTEN RISBY

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## Testimonials

*"Changes are hard, and the recent acquisition of Wag N' Wash by Pet Supplies Plus (under Kristen's amazing leadership) brought both a larger support foundation for the valued locations under her care, but also triggered a sunset in one of the most solid relationships Ninthroot has had the pleasure to engage in. Because of Kristen and her team, myself and my employees personally feel so attached to all of the leaders and locations at Wag N' Wash. Kristen put so much care and anxiety into the actual success of the brand's locations and owners and it made us also feel inspired to really deliver under her leadership. She created programs never seen before during a pandemic, she continually utilized the collective creativity of Ninthroot, her locations, and her team to deliver results unseen in the industry. She opened new revenue models via Digital Marketing, and she gave credit where credit was due at all times. Her demand for perfection in her vendors really shows after working together for over 3 years, and her compassion for the locations is really magical. You will be missed Kristen, and I hope that we stay in touch!"*

Amber Christiansen  
CEO & Founder, Ninth Root

*"When people work with or for Kristen, they instantly realize how lucky they are to be working with her. Kristen is a thoughtful servant leader with a big heart. She genuinely cares about the success of her team and always gives them an opportunity to have a voice or be heard. She encourages and motivates people to do their best work because she knows how to inspire those around her. While she would always stress the importance of completing a task on time, she wouldn't hesitate to dive in and help if someone asked. In the 2 years I worked with her, I've never seen her upset or stressed no matter what the project, she's always so optimistic and positive.*

*Kristen is the perfect mix of management, reliability, expertise, creativity, positivity and execution. I've never seen Kristen take on a project that wasn't successful and at the highest level of quality. Any company would be extremely lucky to have Kristen as part of the team!"*

Alana Kelly  
Senior Brand Manager, RE/MAX

*"It's hard to put into words how fantastic Kristen is to work with. She is direct and professional in every aspect of her work. She always comes prepared for meetings and stays on top of the ever-changing marketing world. She will only help your success!"*

David Martin  
Founder & CEO, Light Lounge

*"Kristen was instrumental in advancing the Fitness Together brand, through adopting brand standards and facilitating the creation of marketing assets for our franchisees to use to grow the brand. Brand consistency and recognition improved more during her tenure, then at any other point since FT's franchise inception in 1996. Her dedication and knowledge is unparalleled."*

Katy Dean  
Director of Operations, Fitness Together