

Pet Age

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**FORTY UNDER
40**

*Pet Age honors the
industry's young leaders*

**SPECIAL SECTION:
Pet Travel
and Apparel Trends**



ELAN OVADIA

Vice President, Sales
ALL STAR DOGS
Marlboro, New Jersey

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Company description: All Star Dogs, a proud U.S. manufacturer, holds the license for over 300 collegiate and professional sports teams. Our extensive catalog includes nearly two dozen styles of pet apparel and accessories for every team.

Primary job function: Heads sales in United States and Canada

Years in industry: 9

What inspired you to get into the pet industry? My father. He started the company with my uncle 15 years ago in three storage units and has built it into a healthy growing business. His work ethic and dedication is admirable. He sets a strong example for all our employees - most of all, me. Working with your dad every day is not always a walk in the park, but we challenge each other and make each other better. We strive to improve our business operations a little bit every single day.

What do you feel is your biggest contribution to the pet industry? I love educating new store owners, giving them the advice they need to be successful. Some have strong retail background, others have virtually none. Their success is dependent on each and every one of us and it feels great to help them. I always invite new retailers to contact me directly if they ever need a vendor recommendation, merchandising advice, or just have a general question that a seasoned industry vet has the answer to. I've also paired up many new store owners with existing in-state retailers to be a point of contact and line of communication.

What would people be surprised to learn about you? I lived in an apartment building in Manhattan for the last 10 years that didn't allow pets. I recently relocated back to New Jersey and a dog-friendly building.