

CHARLOTTE REED

pet expert

About Charlotte Reed

Since abandoning life on Wall Street as a corporate lawyer more than a decade ago to open Two Dogs & A Goat Incorporated, Charlotte Reed has grown her company from a one-woman operation to a premiere, full-service, pet care service with 25 pet care providers, 250 loyal clients and countless veterinarian referrals.

From working with hundreds of dogs over the years, Reed has learned how to be a good pet parent and model pet owner, and she doesn't see any reason to keep what she knows a secret. As a pet care and lifestyle specialist, Charlotte provides pet owners with insights on how to best care for their animals. Millions have had the opportunity to watch her regular segments on ABC's *The View*. She also covers the "pet beat" on *Inside Edition*; Comcast's CN8 *Your Morning Show* (seen from Maryland to Maine); NBC10 in Philadelphia; and Fox's *Good Day New York*. Reed has also appeared on BBC-1, Comedy Central, CNN, Fujisankei Mezamashi-TV, Office Kei Productions, Telemundo, VH1 and many other television shows around the globe.

As one of the most popular and sought-after pet experts in the United States, Reed has been quoted as a pet expert in publications such as the *Boston Herald*, *Chicago Tribune*, *The Herald Tribune*, *The New York Times*, *The Wall Street Journal*, *Family Circle*, *Good Housekeeping*, *New York Magazine*, *US Weekly* and *Woman's Day*, as well as dozens of other national and international newspapers and magazines. Radio listeners around the country have also tuned in to listen to Charlotte's advice on responsible pet ownership and her recommendations on how to ensure living with a happy and healthy pet.

Furthermore, Charlotte's byline has been found in many of the nation's most-read pet magazines, where readers have depended on her expertise in pet care, as well as her insight into the pet industry. Over the years, Reed has written for *Dog Fancy* and *Cat Fancy*, and the dog column for *Pet Business*. She continues to track U.S. pet trends for Pets International, which is read by pet manufacturers in 148 countries. Reed is the Editor in Chief of *The Blue Book*, a tony canine journal which premiered at Westminster 2009. She also pens the "[Pets Are My Business](#)" blog – filled with the most current pet news, trends and opinions.

Reed also works as a pet industry consultant. Although many nationally-recognized brand manufacturers, such as Arm and Hammer, Dyson, Febreze and Purina, have hired her as a spokesperson, she is also continuously sought out to work with advertising, marketing, PR and social media firms. As a pet trend expert, Charlotte provides unique expertise in understanding what drives pet consumer behavior.

In July, 2007, Charlotte's much-anticipated book, *The Miss Fido Manners Complete Book of Dog Etiquette* (Adams Media) hit store shelves across the country. Believing that all dogs can be excellent companions, as Miss Fido Manners, Reed educates dog owners about *petiquette* and instructs them how to behave with their dog so that they can be better dog owners, neighbors, customers, travelers and co-workers.

A requested lecturer and speaker, Reed speaks to national and local business, trade and religious groups about animals. Her favorite topics are "Having a Pet on a Limited Budget," and "The Trend of Pets: Their Products and Their People."

Reed is a graduate of Lafayette College and Fordham Law School. She honed her skills attending the ASPCA Companion Animal Service Department's Apprenticeship Dog Training Program, Veterinary Technology Associates Program at City University of New York (CUNY), the New York School of Dog Grooming, and the University of South Hampton New College in Great Britain. Reed is serving her second term as public member of the New York State Veterinary Board. She served as the President-Elect of the National Association of Professional Pet Sitters (NAPPS) which named her the Pet Sitter of the Millennium Year in 2000 and inducted her into their Hall of Fame as the fifth such honoree. She serves on the boards of Angel On A Leash, the Dog Writers Association of America and the Metropolitan Dog Club. Her club affiliations include the English Toy Spaniel Club of America, The Morris & Essex Kennel Club and Progressive Dog Club. Reed is also a member of the New York Junior League and The National Arts Club.

When not zipping around the globe with her *metropet* family of four English Toy Spaniels, two Himalayans, and one Eclectus parrot, she can be found at home, cooking for her husband, Philadelphia Chef Matthew Babbage.