

## 2025 Pet Session

### Education & EPPS Programs

ECRM's educational sessions provide EPPS attendees with the opportunity to learn from thought leaders and category experts on a variety of topics aimed at their professional development. These sessions include presentations, moderated panel discussions, special events, workshops, and roundtable discussions focused on category insights and trends, as well as hands-on workshops to help buyers and sellers enhance the effectiveness of their meetings during an EPPS.

Monday, May 5, 2025

#### Cambridge PetTech - The Impact of Artificial Intelligence on the Pet Industry

**60 minutes**

**Monday, May 5th | 5:30 PM - 6:30 PM**

Exploring Artificial Intelligence (AI) and its impact on the Pet Industry: Accelerating innovation, optimizing workflows, increasing efficiencies, and delivering hyper-personalized products and services.

**Srinivas Gaddam, CEO of Cambridge AppShark**

Srinivas Gaddam is a seasoned technology executive with extensive experience in software development, product management, and leading global product development teams. He has held the role of CTO at two fintech startups, where he played a pivotal role in the creation of a B2B payment processing platform, enabling businesses to replace paper checks with electronic payments and purchase cards. Currently, as the CEO of AppShark, a Salesforce partner, Srinivas leads efforts to help businesses leverage Salesforce CRM and other innovative tools to enhance the efficiency and effectiveness of their sales and service teams. He is also a trusted consultant, working closely with senior management to guide the successful implementation and integration of CRM systems with ERPs and other enterprise applications.



Srinivas Gaddam, CEO of Cambridge AppShark  
Cambridge Technology

Tuesday, May 6, 2025

## Buyers Choice Awards

**30 minutes**

Join us for the Buyers' Choice Awards hosted by ECRM and Drug Store MMR! Suppliers will submit their product offering and participating buyers will cast their vote for their favorite product!