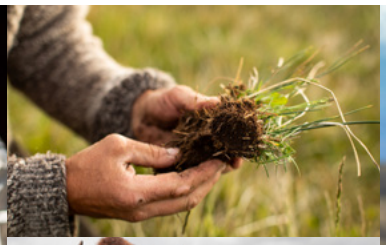
David Rizzo

CO-CEO, LAND TO MARKET PROGRAM

David Rizzo's career has evolved from its genesis in IT consulting and small business development to include operations, brand-building, and transformative leadership for internationally-recognized organizations with sustainable, earth-conscious values. Throughout his career in business and technology, one thing has remained at the core of his endeavors – a passion for respecting and protecting the great outdoors. That commitment forms the foundation for his role as Chief Operating Officer of the Savory Institute's Land to Market Program.

While owning an IT firm that offered unique approaches to client engagement and innovative ways of improving business processes through applied technology, David

was invited by one of his clients – a startup focused on developing natural and nutritious dog treats – to join the team and help grow the brand beyond infancy. Under his expanded involvement in areas such as IT, marketing, finance, private equity, supply chain management, and operations logistics, Zuke's went on to become one of the most recognizable names in the pet care industry. Working successfully within various business environments, David led mindful initiatives and strategies after Zuke's was acquired by Nestle Purina in 2013 and integrated into Merrick Pet Care Pet Care in 2018.

David holds a bachelor's degree in Computer Information Systems and an MBA in marketing – both of which he continues to deploy in his lifelong commitment to earth-conscious production and net positive outcomes. Though a native Texan, he has spent the past 20 years calling Colorado home. Outside of work, David enjoys spending time with his son Hudson, traveling and exploring the great outdoors.

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