

## **Jennifer Boncy**

Jennifer Boncy is the publishing director and editor-in-chief of Pet Product News magazine. She has more than 10 years of B2B editorial experience in the pet industry, during which time she has been tracking and reporting on product trends and best practices in retail, as well as market conditions and consumer behaviors affecting the market. As the leader of the PPN brand, she also spearheaded the relaunch of the official SuperZoo Show Dailies and works with her top-notch editorial and art team to provide SuperZoo attendees with the info they need to navigate the show floor and keep up-to-date. In the years prior to her work in the pet arena, she wrote and edited for several B2B publications in other industries ranging from noncommercial food service to the home furnishings market to the military retail sector.