

## **Radio Systems® Corporation Appoints Julia Vander Ploeg to Board of Directors**

*Volvo Car Corporation VP brings expertise in digital commerce to leading pet product manufacturer*

**KNOXVILLE, Tenn. (February 27, 2018)** – [Radio Systems® Corporation](#), the world's leading manufacturer of innovative pet behavioral, containment and lifestyle products through its [PetSafe® Brand](#), [Invisible Fence® Brand](#) and [SportDOG Brand®](#), today announced the appointment of Julia Vander Ploeg to its board of directors.

Julia Vander Ploeg brings extensive experience in digital, e-commerce and operational management to the Radio System Corporation board of directors, drawing from her current role as Vice President of Digital at Volvo Car Corporation and previous key positions at McDonald's USA, Ticketmaster, and Tribune Company.

“As we continue to expand the reach of our brands through native digital strategies, Julia’s unique depth of knowledge and her impressive track record across multiple industries will bring a valuable perspective to Radio Systems Corporation,” said Willie Wallace, CEO of Radio Systems Corporation. “We are thrilled to have Julia on our board of directors and we look forward to her contributions as we continue to bring innovation to the pet industry.”

Prior to her role at Volvo, Vander Ploeg was Vice President for McDonald's USA, where she designed and hired in the organization's first native digital team, established its first strategic digital product roadmap and organized the launch of mobile ordering at 14,000 restaurants nationwide.

“I’m honored to bring my expertise in digital to Radio Systems Corporation’s board of directors,” said Vander Ploeg. “Radio Systems Corporation has an extraordinary group of leaders, and I couldn’t be more excited to lend my talents to a company with such a great track record of progress and innovation.”

A native of Grand Rapids, Michigan, Vander Ploeg received her bachelor’s degree from Michigan State University and an MBA from Northwestern University’s Kellogg Graduate School of Management. She also serves as a Governing Member of the Chicago Symphony Orchestra and is on the Marketing Leadership Advisory Board of Michigan State University.

### **About Radio Systems Corporation**

Radio Systems Corporation is the world's leading manufacturer of pet products headquartered in Knoxville, Tenn. but with remote offices in various places across the globe. The Radio Systems Corporation family of brands includes [PetSafe® Brand](#), [Invisible Fence® Brand](#) and [SportDOG Brand®](#). Since its founding in 1991, Radio Systems has grown into an international corporation selling in over 52 countries, and is a company driven by innovation and dedication to their customers and communities.

The Radio Systems Corporation portfolio includes a wide array of electronic training and containment systems, waste management products, fountains, toys, pet doors, and much more.

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