



PetCentricity CEO Introduces His Vision of the Ultimate Social Network for the Pet Industry

Scott Murray, Founder & CEO of PetCentricity Social Network Inc., has introduced the vision of creating the Ultimate Pet Social Network, a one stop destination for everyone in the pet industry; imagine a pet centric variation on the familiar [Facebook](#) (human) social networking platform. PetCentricity is a virtual world in which pets, pet lovers, pet clubs, associations, pet related services and pet businesses can communicate, interact and share information.

Kelowna, BC ([PRWEB](#)) March 30, 2012 -- PetCentricity CEO, Scott Murray introduces his vision of the ultimate social network for the pet industry. Who is this entrepreneur behind PetCentricity, the fun idea that is rapidly developing into the One Stop destination for [pets](#), pet owners, and the entire pet industry?

Scott Murray is the President of Petcentricity Social Network Inc., which owns and operates petcentricity.com. It has been created to provide pets and pet lovers with their own Pet Social Network and provide a Virtual World for the pet industry. It is this life-long love of pets that has resulted in [PetCentricity](#).

After studying Business at Saint Mary's University, Scott began his career by serving as a Peace Officer with the Royal Canadian Mounted Police for six years. Moving onwards, Scott then spent more than eleven years as a Tim Horton's Franchise Owner, where he developed a broad spectrum of expertise in business operations. In his spare time, he earned a Diploma in Business Information Systems Development from Holland College.

Scott continued to expand his knowledge base in computer programming and software solution sales, always keeping at the forefront his passion for pets. This passion has culminated in petcentricity.com, this unique platform for integrating pet-related social networking with the pet industry as a whole.

What makes petCentricity different from other [dog](#) and cat social sites present today? Scott replies, "We are creating a community for pets of all kinds, big or small, we welcome them all. Pet-lovers can share experiences by rating products, can express their opinions through writing their own blog, or they can contribute to a pets group of interest to themselves. In addition, we have created a comprehensive directory, where every business can add their pet related service to connect directly with pet owners. This contributed content and these expressed views will be indexed based on topic and made available through search functionality on the petCentricity site. In other words, you have a [virtual world](#) targeted directly to pets and their owners."

Professionals such as pet trainers and [veterinarians](#) will be available to answer petCentricity members questions with the responses being available to the masses who may also be interested in like pet concerns.

Scott has had many pets throughout his life including; Snoopy his first dog, found as a stray puppy on a frozen lake, Stryker, Monty and Bailey a trio of beautiful Golden Retrievers, Speedy, a very busy Hamster, Rascal, a hungry floppy eared rabbit and finally Max, a Bichon / Shih Tzu / Lhasa Apso cross.

About PetCentricity.com (<http://www.petcentricity.com> and <http://www.petcentricity.ca>): PetCentricity Social Network Inc. was founded in 2011 and is headquartered in Kelowna, British Columbia, Canada. PetCentricity is an online social network and virtual world for pets. The company provides a free venue for pets, pet lovers, and pet-related businesses and organizations to interact and communicate for their



own mutual benefit. PetCentricity.com contains informative pet-related articles, columns and blogs, and incorporates a comprehensive directory, listing a vast number of pet-related products and service providers.



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