

SPEAKER + ADVISORY

Corinne Gearhart

M.A., FFCP • FOUNDER, THE DOODLE PRO®

*The leading authority on the modern
Doodle consumer.*

CONSUMER INSIGHT | INDUSTRY BRIDGE |
EDUCATION & ADVISORY



50,000+ HANDS-ON HOURS WITH DOODLES

THEDOODLEPRO.COM • PARTNERSHIPS@THEDOODLEPRO.COM

The Doodle Has Become the Default Family Dog

\$2,000 to
\$5,000+

initial investment per dog

\$100 to \$200

on professional grooming
every few weeks

High

discretionary spending on
training, enrichment, and
care

Invested

emotionally invested,
research-driven decision
makers

Brands that understand these families build loyalty. Brands that dismiss them lose trust.

THE PROBLEM

Where the Disconnect Occurs

*This is not a breed problem.
It is a communication problem.*

1

Messaging Tone

Doodle families often perceive industry messaging as dismissive or corrective rather than collaborative.

2

Nutrition Confusion

Conflicting narratives around fresh food, boutique brands, and prescription diets create skepticism and mistrust.

3

Grooming Expectations

High-maintenance coats and lifestyle realities are not always aligned with marketing imagery.

4

Identity and Investment

Doodle families see themselves as primary caregivers, not casual pet owners. When that identity is minimized, trust erodes.

THE BRIDGE

The Doodle Pro® bridges the gap between the pet industry and the modern Doodle consumer.

Insight from modern Doodle families is translated into strategic advantage for brands, and brand strategy is shaped into messaging families trust.

Reach and Credibility, Verified

150,000+

podcast downloads across
six continents

50,000+

hands-on hours with
Doodles and their families

1,063

Summit registrants from 35
countries, 30% pet
professionals

NYT

cited expert, The New York
Times

“The oracle for all things Doodle.”

JEAN DONALDSON
THE ACADEMY FOR DOG TRAINERS

Understanding This Consumer Unlocks Loyalty

Doodle families arrive emotionally invested, education seeking, and willing to pay for perceived quality.

- Brands that **listen** build trust.
- Brands that **educate** build loyalty.
- Brands that **dismiss** lose relevance.

Serving Doodles and their families takes more than a Doodle model in your ads.

ABOUT

Corinne Gearhart

FOUNDER, THE DOODLE PRO®

The leading authority on the modern Doodle consumer.

Corinne Gearhart is a bestselling author and the host of The Doodle Pro Podcast, with more than 150,000 downloads across six continents. She has spent 50,000+ hands-on hours with Doodle families and is the founder of The Doodle Pro® Academy, a trusted education platform serving pet parents, breeders, and professionals worldwide.

Through her writing, speaking, and consulting work, Corinne helps brands and industry leaders understand the emotionally invested, high-spending Doodle consumer and build trust through clarity, education, and alignment.

CREDENTIALS

M.A., FFCP (Fear Free Certified Professional)

Studied with Jean Donaldson's Academy for Dog Trainers

#1 Amazon Bestseller, Your Doodle's Daily Schedule Blueprint™

Cited expert, The New York Times

2026 Dog Writers Association of America finalist

Partnership Opportunities

Industry Keynotes

Conference presentations for pet industry events including retail expos, veterinary conferences, groomer summits, and brand leadership gatherings.

Corporate Education Days

Customized in-person or virtual sessions for brand teams, veterinary groups, retailers, and pet professionals focused on understanding and serving the modern Doodle consumer.

Advisory and Consulting

Strategic advisory on Doodle buyer behavior, messaging alignment, product positioning, and trust repair, including the fixed-scope Doodle Consumer Alignment Audit™.

Signature Sessions

Understanding the Modern Doodle Consumer

PARTICIPANTS WILL LEARN

- The psychology of the high-investment Doodle family
- Why Doodle families often distrust traditional messaging
- How to build loyalty through alignment, not correction

Bridging the Doodle Divide™

PARTICIPANTS WILL LEARN

- Where communication breakdowns occur across veterinary, grooming, and retail sectors
- How to reduce tension between professionals and families
- Messaging shifts that preserve authority while building trust

Nutrition, Trust, and the Premium Pet Parent

PARTICIPANTS WILL LEARN

- How prescription and science-backed nutrition conversations are interpreted by Doodle families
- Why boutique and fresh food marketing resonates so strongly
- Strategies to restore trust while maintaining scientific integrity

All sessions may be delivered virtually or in person and can be customized for internal teams, partner networks, or industry events. Sessions have been approved for continuing education credits: PPAB 1, PMCT 1, CCPDT 1, KPA 1, IAABC 1.

Let's Build What This Consumer Actually Needs



BOOK CORINNE

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The leading authority on the modern Doodle consumer.

Available for advisory, education, and strategic collaboration.

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WATCH THE 92-SECOND REEL

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