

Company: Petwrk LLC Newark, DE

Company Description: Petwrk LLC is a company devoted to addressing the issues of social isolation and loneliness among pets and their owners. This is done through their social app, which helps users connect with others based on various preferences, including location and type of pet. Our mission is to connect pet owners, foster human interaction, and promote the healing power of pets.

Nomination Category: Individual Awards Categories

Nomination Sub Category: Breakthrough Innovator of the Year (Under 30)

Nomination Title: Anna LaRocco Masi



1. Briefly describe the nominated individual: history and past performance (up to 200 words):

Total 169 words used.

Anna LaRocco Masi is the founder of Phoenix LaRocco Consulting, where she helps businesses grow through strategic marketing, product launches, and digital solutions—driving an average 50% increase in web traffic for her clients. She also founded **Petwrk**, a social app connecting pet owners for playdates and adoptions, blending her tech skills with a passion for community.

As Life Cycle Marketing Manager at **Winona**, Anna led email and SEO campaigns that boosted customer engagement by 25%. Previously, at **Primo Partners**, she directed social impact and marketing initiatives, producing over 300 events, launching a Women in Business conference, and securing major brand partnerships.

Anna's global perspective stems from her Peace Corps service in Morocco, where she launched women's health programs and co-founded a local nonprofit. She's traveled to 28 countries and speaks Arabic.

She also co-hosts *Double Shot of Anna*, a podcast tackling millennial topics and social justice. A passionate volunteer, she's active in animal rescue and women's advocacy. Anna holds degrees in sociology and political science from George Washington University.

2. Outline the nominee's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 190 words used.

Co-Founder and Owner of Petwrk LLC

Anna LaRocco Masi co-founded **Petwrk**, an innovative app that connects pet owners for playdates and adoptions. This platform addresses a critical gap in the pet industry, reducing shelter populations and fostering meaningful connections among pets and their owners. Petwrk's unique social impact and tech-driven approach have made it a standout in the pet-tech space.

Founder, Phoenix LaRocco Consulting

As the founder of **Phoenix LaRocco Consulting**, Anna has helped clients increase their online visibility and user engagement. Her firm specializes in business development and digital marketing, offering tailored guidance that has driven an average 50% increase in web traffic and successful product launches.

Life Cycle Marketing Director at Winona

At **Winona**, Anna led data-driven marketing campaigns that boosted customer engagement by 25%, enhancing brand presence and digital growth.

President and Founder of the Vernon Hills, Illinois Lake County Community Initiative

Anna founded and leads this community-focused initiative, creating a platform for local engagement and impact.

Multilingual

Fluent in Arabic and conversational in French, Anna's global outlook enriches her work.

Adventurer

Anna is a mountaineer and completed a 50-mile endurance challenge, demonstrating her resilience and determination.

3. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 106 words used.

Anna's LinkedIn - <https://www.linkedin.com/in/anna-larocco-masi-01b560184/>

Explore Anna's professional journey, from her diverse roles to recommendations from CEOs and colleagues she's worked with.

Phoenix LaRocco website - <https://phoenixlarocco.com/>

Discover Anna's marketing expertise and her app, **Petwrk**

Double Shot of Anna Podcast - <https://podcasts.apple.com/us/podcast/double-shot-of-anna-stirring-up-millennial-matters/id1699110489>

Her podcast with her friend, Anna. They dive into a wide range of topics, from dating to navigating meaningful relationships in the digital age.

2022 Women in Business Awards - <https://www.bizjournals.com/triangle/news/feature/women-in-business/2022>

Anna was recognized for her impactful contributions at **Primo - Ben & Jerry's**, the US' leading black franchise of the ice cream brand

4. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated woman, OR written answers to the questions? (Choose one):

Written answers to the questions

5. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the spaces below:

6. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words):

Total 167 words used.

Anna LaRocco Masi's achievements stand out due to her diverse expertise, leadership, and impact across multiple sectors. As the founder of **Phoenix LaRocco Consulting**, she's driven exceptional results, helping clients achieve a 50% increase in website traffic through personalized business development and digital marketing strategies. Her consultancy's focus on small groups ensures deep, tailored guidance, a unique approach compared to large agencies.

Co-founding **Petwrk**, Anna has created a groundbreaking platform connecting pets and owners through playdates and adoptions, addressing a clear need in the pet industry. As Life Cycle Marketing Director at **Winona**, she boosted customer engagement by 25%, demonstrating her ability to drive growth through data-driven strategies.

In addition to her professional accomplishments, Anna's multilingual skills - fluent in Arabic and conversational in French - and her passion for adventure, including climbing one of North Africa's tallest mountains and completing a 50-mile endurance challenge, showcase her unique blend of determination and creativity. Her leadership and dedication to community service further distinguish her as a standout innovator.

Attachments/Videos/Links:

[Anna LaRocco Masi](#)



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