

**FOR IMMEDIATE RELEASE**

## **Metamorphosis Acquires National Pet Services Platform Barkly**

*The Acquisition Expands Metamorphosis Offerings in Dog Walking, Boarding, Training, Grooming and Other Pet Care Services*

**San Diego, CA – July 27, 2020** – Metamorphosis Partners LLC ([metamorphosis.com](https://metamorphosis.com)), a leading Full Service Pet Marketing Agency and Pet Venture Studio, announced that it has acquired Barkly ([barklypets.com](https://barklypets.com)), for an undisclosed sum. Barkly Pets is an award-winning digital marketplace and platform for pet care professionals to manage and grow their businesses.

Barkly delivers industry-leading tools for a wide range of independent pet care professionals to manage, optimize and focus on growing their business. Barkly's rapid adoption among professional caretakers nationwide has been fueled by its dedication to encouraging a higher standard of skill while improving caretakers' ability to serve more customers.

Barkly is the must-have platform if you own and operate a pet services business—from walking to boarding to grooming. Combined with Metamorphosis' other consumer platforms, which include [GreatPetCare](#), [TheAnxiousPet](#), [Muttropolis](#) and [PawPrint](#), it creates a unique network of value for pet service professionals and the pet parents who hire them.

"Pet service professionals work hard to build their businesses one pet parent and pet at a time—they deserve a partner that is there to help them. The Barkly team brings a world-class business management platform focused specifically on the individual provider," said Brock Weatherup, CEO of Metamorphosis. "We love our pets and we trust their care to others now and then. This simple fact makes us so excited to help support pet caretakers with our network of products."

"Building Barkly into a nationally-recognized and treasured brand among the pet caretaker community has been an extraordinary adventure, an outcome we couldn't have achieved without our incredible team," said Chris Gonzalez. "The opportunity to partner with Brock and his Metamorphosis colleagues, who share our vision and values, is one we couldn't pass up. I'm looking forward to learning from and working alongside such a talented group and building a bigger company with all the resources and capabilities of Metamorphosis."

Chris Gonzalez, Barkly's co-founder and CEO, Jim Camut, co-founder and CTO of Barkly, and Emily Bergquist, Customer Experience Lead, will join Metamorphosis.

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### **About Metamorphosis Partners, LLC:**

Launched in 2019, [Metamorphosis](#) is a full service agency dedicated to the pet industry, combined with a venture studio building businesses dedicated to all aspects of pet parenting through a unified portfolio of leading consumer engagement platforms. Metamorphosis leverages its companies' complementary capabilities to deliver value-added, innovative products, services, and content resulting in long-standing customer relationships. Metamorphosis companies include [Great Pet Care](#), [Great Pet Media](#), [Muttropolis](#), [The Anxious Pet](#), [Barkly](#), and [Pawprint](#).

### **About Barkly Pets:**

Barkly, <https://barklypets.com>, is a digital marketplace for pet owners to discover and book services with local pet care professionals on their [iOS](#) or [Android](#) devices. Barkly operates nationwide and features pick-up/drop-off notifications, detailed walk reports including GPS map of route, photos from the visit, instant feedback, and encrypted cashless

transactions. All pet care professionals on Barkly are background checked and offered educational resources to improve their knowledge and expertise, including accredited Pet First Aid & CPR certification. Hundreds of thousands of service bookings have been completed on Barkly, which possesses one of the lowest safety incident rates in the industry. Barkly has been recognized by the SCORE Foundation as the Outstanding Job Creator of 2016, Purina's Pet Care Innovation Prize Grand Champion in 2018 and featured in The Wall Street Journal, FastCompany, The Washington Post, and Washingtonian Magazine. The company was founded by Chris Gonzalez, David Comiskey, and Jim Camut. Barkly was also in the inaugural accelerator class at [Newark Venture Partners](#). You can follow Barkly on [Facebook](#), [Twitter](#), [Instagram](#) and [Crunchbase](#).