

## Lars Wulff – Intro for SBA Small Biz Fair

9.27.2018

One year after his mother bought a failing farm store in 1988, Lars Wulff quit writing a novel, moved to Olympia and began helping out his mom.

Since 1989, Lars' work for Mud Bay has ranged from stocking shelves to designing databases, but his largest contributions to Mud Bay have been in the area of strategy, merchandising, marketing, culture and organizational evolution.

Over the nearly thirty years since Lars joined Mud Bay, the company has become one of the largest and most respected retailers of healthy dog and cat food in North America and has grown from one store to 48 and from four employees to 442.

Lars and his wife Wendy are climbers and hikers, but in recent years they have mostly been the parents of two young daughters and two cats.