



Doug Hexter, Board Member

A dog owner all his life, Doug is proud to have joined the Dogs for Better Lives' board of directors in August 2018.

Doug Hexter was raised in New England and currently resides in Western Massachusetts. He is CEO and founder of WoofTrax, a brand engagement platform that promotes healthful dog ownership by connecting pet brands, pet parents and animal non-profits in a mutually beneficial way. WoofTrax is a pet-focused fitness app designed to engage pet owners around their daily dog walk, by linking each walk with the chance to earn donations for their chosen animal non-profit.

Prior to founding WoofTrax, Doug was in technology development for several small and large companies including America Online and GE Capital.

Doug received his Masters from Cornell University and a BA from Franklin and Marshall College.

