

Roger Haston, PhD, President, The Institute for Animals



Roger Haston is a recognized world leader in animal welfare through his research and public speaking. Dr. Haston has served on the boards of Humane Society of Boulder Valley, Colorado Pet Overpopulation Fund, PetAid Colorado, Catalyst Council, Emancipet, Animal Grant Makers, National Council on Pet Population, Alliance for Arizona Non-profits and Shelter Animals Count. Dr. Haston received a Ph.D. in geophysics from the University of California Santa Barbara and an MBA in finance from Rice University. His career

began in the oil and gas industry working for Amoco and Arco in Houston, Texas. Dr. Haston moved to Colorado in 1998 where he started and grew Axis Geophysics – a successful business in geophysical data processing serving the oil and gas industry.

In 2012, he committed himself full-time to animal welfare, taking on the position of Executive Director at the Animal Assistance Foundation. There, he merged his passion for science, business and leadership to help the animals of Colorado and beyond. In 2016, Dr. Haston joined PetSmart Charities, North America’s leading funder of animal welfare, as the organization’s Chief Analytics Officer where he focused upon data collection, interpretation and analysis to predict trends, evaluate best practices, explore the impact of the human-animal bond and examine the future of animal welfare. In 2019, Dr. Haston recognized a need for a deeper level of science and analysis in the industry and started “The Institute for Animals” which focuses on strategy, research, advocacy insight and thought leadership.

With nearly 20 years’ experience in animal welfare, Dr. Haston has become an internationally recognized leader in data, trends, metrics and analysis conveyed through impactful and approachable storytelling. His recent work has focused on “The Economics of Competition in Veterinary Services”, “The business landscape of animal sheltering in Colorado” and “Predictive modeling of dog population and ownership trends in the US – today to 2050”.