



Short Bio

Dr. Joe J. Owens III is a Doctor of Veterinary Medicine with over 13 years of clinical experience focused on pet nutrition, feeding behavior, and chronic disease prevention.

His work challenges widely accepted feeding norms and highlights their impact on conditions such as obesity, diabetes, and gastrointestinal disease.

By combining clinical insight with practical application, he brings a clear, evidence-informed perspective to an often overlooked driver of long-term pet health.

Dr. Owens is also the creator of innovative feeding solutions designed to improve compliance, engagement, and outcomes in real-world settings.

Long-form Bio

Dr. Joe J. Owens III is a Doctor of Veterinary Medicine with over 13 years of clinical experience focused on pet nutrition, feeding behavior, and chronic disease prevention. A graduate of the Tuskegee University College of Veterinary Medicine (Class of 2012), he has built his career at the intersection of clinical practice and practical innovation in animal health.

Throughout his work in both general practice and emergency medicine, Dr. Owens has observed consistent patterns linking everyday feeding habits to long-term health outcomes in pets. His perspective challenges widely accepted norms around feeding, highlighting their role in conditions such as obesity, diabetes, gastrointestinal disease, and other chronic issues that are often managed reactively rather than prevented.

As a former clinic owner, Dr. Owens successfully built and exited multiple veterinary practices, ultimately selling four clinics in 2022 at a valuation well above industry benchmarks. This experience, combined with his hands-on clinical background, informs his ability to translate complex veterinary concepts into clear, actionable insights for both pet owners and professionals.

Dr. Owens is the CEO and Co-founder of InnoQuest and the inventor of Enjoy-A-Bowl®, a feeding system originally developed to address challenges he encountered with his own dogs. His work reflects a broader commitment to improving compliance, engagement, and outcomes through solutions that align with real-world pet behavior.

In addition to his clinical and entrepreneurial work, Dr. Owens serves as a member of the DVM360 Advisory Board and maintains a strong interest in soft tissue surgery. Across all areas of his work, he is driven by a consistent focus: advancing a more preventive, behavior-aware approach to pet health.