



Rob Raucci, Marketing Director

Rob joined Animal Humane's team in December of 2011. A Chicago native, Rob and his life partner Joanne moved to Albuquerque in 1998 trading the cloudy skies of Chicago for the abundant sunshine of New Mexico.

Rob and Joanne are current guardians to six animals, four cats named Sunshine, Emerson, Thoreau and Sugar, and two dogs, Rascal and Wishbone.

Rob's devotion to the animals grew out of his awareness of the way they are regarded in our culture and the way they are treated. He decided to walk his talk becoming a vegetarian, championing for the rights of animals and getting involved with animal welfare shelters in Texas and Albuquerque.

In 2007 Rob was instrumental in designing the theme for Animal Protection of New Mexico's "anti-chaining" campaign which he named, Train. Don't Chain®. His efforts also included writing, producing and directing two psas for TV.

In his spare time, Rob delights in his passion of screenwriting and filmmaking. He has written one complete screenplay concerning dog fighting and is working on a second screenplay called The Last Dog.

Prior to taking over as Marketing Director, Rob volunteered as Animal Humane's videographer filming over 80 of the Senior Pet videos, the 2010 and 2011 Doggie Dash and Dawdle events as well as the Animal Humane Pittie Parades and the Circle of Care video.

Rob is honored and humbled to be working with the dedicated and compassionate staff and volunteers of Animal Humane | New Mexico.

