

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**

Washington, DC 20549

**FORM 8-K
CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934**

Date of Report (Date of earliest event reported): November 9, 2015

TRUPANION, INC.

(Exact name of registrant as specified in its charter)

Delaware

(State or other jurisdiction of
incorporation)

001-36537

(Commission
File Number)

83-0480694

(IRS Employer
Identification No.)

907 NW Ballard Way

Seattle, Washington 98107

(Address of principal executive offices, including zip code)

(855) 727-9079

(Registrant's telephone number, including area code)

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers

On November 9, 2015, Trupanion, Inc. (the "Company") announced that Ian Moffat, the Company's Senior Vice President of Operations, has been appointed to Chief Operating Officer, effective immediately.

Mr. Moffat joined us as the Vice President of Operations in October 2012. Previously, Mr. Moffat served as the Operations Manager and in various other roles at Allianz Insurance plc from June 1997 to August 2012.

There is no arrangement or understanding between Mr. Moffat and any other person pursuant to which Mr. Moffat was appointed as the Chief Operating Officer, and there are no family relationships between Mr. Moffat and any of our directors or executive officers. Additionally, there are no transactions between Mr. Moffat and the Company that would be required to be disclosed pursuant to Item 404(a) of Regulation S-K. There are no immediate changes to Mr. Moffat's compensation as a result of this appointment.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

<u>Exhibit No.</u>	<u>Description</u>
Exhibit 99.1	Press release issued by Trupanion Inc. dated November 9, 2015

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

TRUPANION, INC.

By: /s/ Michael Banks

Name: Michael Banks

Title: Chief Financial
Officer

Date: November 9, 2015

Trupanion Announces Senior Leadership Promotions

- *Ian Moffat promoted to Chief Operating Officer*
- *Margi Tooth promoted to Chief Marketing Officer*

Seattle, WA - November 9, 2015 - [Trupanion](#), Inc. (NYSE: [TRUP](#)) a fast growing direct-to-consumer, monthly subscription business that provides medical plans for cats and dogs, announced today the promotions of Ian Moffat to the position of Chief Operating Officer and Margi Tooth to the position of Chief Marketing Officer.

Commenting on the appointments, Trupanion CEO, Darryl Rawlings said: “At Trupanion, we seek leaders who have developed a deep knowledge of not only Trupanion, but also of the broader animal health category, including the needs of pet owners and veterinarians. For this reason, we are champions of promoting from within, as demonstrated by these promotions. Both Ian and Margi have proven their capabilities in running their departments efficiently and innovatively.”

Ian Moffat - Chief Operating Officer

Ian Moffat joined Trupanion in 2012 as the Vice President of Operations then worked his way up to Senior Vice President of Operations. Ian previously worked at Allianz Insurance, the leading pet insurance brand in the United Kingdom.

“We have a long history of attracting high-quality talent from the UK, where pet insurance has a 25% penetration rate versus the 1% rate here in the U.S. and Canada. Ian brought a lot of experience and, since joining Trupanion, has built a strong, high performing team. He has proven himself as an effective leader. In effect, Ian has been acting as our primary operations person for some time, having gradually taken on increasing levels of responsibility,” Rawlings said.

As Chief Operating Officer, Ian will continue to maintain strategic and operational responsibility for Trupanion’s United States and Canada operations including the Contact Center, Claims Department, Customer Service and Sales divisions. Ian will also be primarily responsible for Trupanion Express, Trupanion’s game-changing software for veterinary hospitals that eliminates paperwork and the reimbursement model.

Margi Tooth - Chief Marketing Officer

Margi Tooth joined Trupanion in 2013 as the Vice President of Digital Marketing. Following her exceptional performance and leadership in that role, she was promoted to Head of Marketing. Prior to Trupanion, Margi acted as the Marketing Manager of Ecommerce and Brand Strategy at Allianz Insurance.

“Since joining our team in 2013, Margi has risen to every challenge and distinguished herself. In June, Margi took over as our acting Chief Marketing Officer on an interim basis. As we recently announced, our membership subscriptions increased dramatically during the third quarter and Margi was a big part of that success. I’m thrilled with the performance of the Marketing Team under Margi’s direction and leadership. As with Ian, this was simply another situation where the change in title has already been earned and I’m excited about the future of our marketing efforts under Margi’s leadership,” Rawlings added.

As Chief Marketing Officer, Tooth will lead the organization’s overall marketing and brand building efforts in addition to channel marketing and business development initiatives.

About Trupanion

Founded in 2000, Trupanion is an industry-leading, direct-to-consumer, monthly subscription business that provides medical plans for cats and dogs in the United States, Canada and Puerto Rico through its affiliated entities. With over 275,000 total enrolled pets (as of November 3, 2015), Trupanion is one of the largest pet medical insurance companies in North America with the mission to help the pets we all love receive the best veterinary care.

Trupanion offers a simple, fair and comprehensive pet medical plan that pays 90% of covered veterinary costs for pets' illness and injury claims. Trupanion's shares are traded on the New York Stock Exchange under the ticker symbol TRUP. The company is headquartered in Seattle, WA and can be found online at Trupanion.com.

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