

BUSINESS DEVELOPMENT/PARTNERSHIPS AND LICENSING

Accomplished executive with top-tier CPG companies focused on identifying, negotiating, and executing channel growth opportunities across all retail channels. Consistent track record of achieving revenue, profit, and market growth objectives. Highly accomplished in developing and testing innovation strategies, leading project teams and driving new ideas to market.

Selected Highlights

- Executed 150+ Partnership and Licensing agreements totaling over \$225 million in incremental revenue.
- Pioneered a Retail Innovation Strategy that delivered over 2.1 incremental points of growth for 4 consecutive years.
- Designed and implemented a Transactional Learning Platform, resulting in over 22 new testing opportunities.

Expertise & Core Competencies

- Brand and Marketing Strategy
- Sales and Forecast Management
- Project Team Leader and Cultivating Talent
- Product and Business Model Innovation
- C-Suite Relationship Building and Presentation Skills
- Partnership Development
- Licensing/Equity extensions and Contract Negotiations
- Client Relationship Building and Strategic Selling
- Customer Planning and GTM Plans

Professional Experience

DiVittorio Consulting / SF, CA

PARTNERSHIP MARKETING AND LICENSING CONSULTANT

JUNE 2018 - PRESENT

Specialize in identifying, developing, and enacting external growth opportunities (retail and digital), including licensing and marketing partnerships. Work for most recent clients have included:

- Developed an omnichannel comprehensive journey map that identified short and long term business opportunities
- Produced a Marketing Partnership strategy for a natural products company that has, to date, resulted in 2 incremental marketing partnerships and an incremental licensing agreement.
- Attained a Product Licensing agreement that resulted in a 15% increase in clients licensing revenue. Work included: evaluating potential spaces; selecting partner; negotiating key terms; assisting in setting up parameters for online store.

Court-Appointed Special Advocate (CASA) / Contra Costa County, CA

JUNE 2020-PRESENT

OFFICER OF THE COURT

- Appointed by a juvenile judge to advocate for abused/neglected children in Foster Care System

Career Sabbatical / SF, CA

JAN 2013 – JUNE 2018

- Served on School Board for 4 years (responsible for annual budget).

The Clorox Company / Oakland, CA

DIRECTOR OF SALES, CORPORATE INNOVATION AND PARTNERSHIPS

JAN 2009 – JAN 2013

- Defined, established, and tested all Sales components of the Innovation Pipeline, including constructing a customer innovation strategy; securing retailer commitments; initiating testing and plans for commercialization.
- Developed and cultivated collaborative innovation relationships with retailers across all channels, initiated eCommerce business partnerships with Amazon.

The Clorox Company / Oakland, CA Continued

- Designed and enacted alternate launch models and/or business models for Innovations.
- Guided cross-functional project teams; oversaw forecasting and budget

Key Accomplishments:

- Exceeded Company Innovation goal by delivering minimum 2.1 incremental points of growth for 4 consecutive years.
- Devised and launched a Transactional Learning Platform to test potential innovations beyond in-store, resulting in over 22 new item testing opportunities.
- Conceptualized and implemented 4 new eCommerce partnerships that resulting in 12% overall volume increase in Clorox Health Initiative products.

DIRECTOR OF MARKETING BUSINESS DEVELOPMENT / PARTNERSHIP

MAR 2003 – JAN 2009

- Identified, structured, negotiated, and cultivated all marketing and technology partnership/licensing agreements.
- Established Sales and Marketing Partnership capabilities, including process, strategy and training development.
- Oversaw a cross-functional partnership team and a \$27M marketing budget

Key Accomplishments:

- Instituted the Marketing/Sales Partnership Office
- Enacted over 70 new Laundry/HomeCare marketing partnerships resulting in incremental revenue of \$17.5M annually.
- Originated 14 new Licensing agreements totaling an incremental \$3.8 million in annual licensing revenue.

SALES MERCHANDISING MANAGER, FOOD / LAUNDRY BUSINESS UNITS

JAN 2000 – MAR 2003

- Prepared, integrated, and presented over 57 strategic national business plans.
- Spearheaded a \$675M retail Food business, representing 10% of company volume and \$22M in trade funds.
- Pioneered first-ever marketing partnership platform collaborating with synergistic external companies
- Supervised a team of direct reports.

REGIONAL SALES MANAGER, LA, CA

FEB,1997 – JAN, 2000

- Steered the 2nd largest territory in the U.S. with sales of \$53M/Year, representing 18% of US volume.

Procter & Gamble (P&G) / Cincinnati, OH

SALES MANAGER

JULY, 1990 – FEB 1997

- Progressive career with 4 promotions in Sales and Marketing leadership roles, including revenue and profit growth in all businesses as a Regional Sales Manager, Corporate Special Assignment; Corporate Marketing Manager of a national team, Unit Sales Manager, and Sales Representative.

Education

B.S in Marketing / The Pennsylvania State University, PA

Certifications

- Qualified Licensing Professional Certification (QLP)
- Hubspot (Inbound Marketing, Digital Marketing, Content Marketing)
- Salesforce (Administrator)