

Brand Architect | Business Development | Project Manager

Accomplished and growth-focused entrepreneurial with extensive experience leading all aspects of sales and business development to drive consistent business growth for diverse corporate sectors.

Skillful in improving strategic and process improvement opportunities by providing insightful solutions. Instrumental in supervising potential marketing initiatives and equity derivatives in collaboration with cross-functional teams to enhance overall operational effectiveness. Adept at forging an environment focusing on issue prediction and resolution of complex challenges. Demonstrated ability to translate visionary ideas into perspective solutions while leveraging a deep understanding of operations, business logistics, digital markets, and brand building. Innovative leadership style; expert at directing and influencing teams to ensure high levels of performance. Track record of attaining impressive results and outcomes in fast-paced and dynamic environments. Articulate communicator, well-versed in employing advanced lean methodologies and technical resources to cultivate professional client relationships.

Areas of Expertise

- Business Growth & Development
- Sales & Account Management
- Digital Marketing & Brand Positioning
- Logistical Design & Implementation
- Strategic Planning & Execution
- Complex Problem Resolution
- Continuous Process Improvement
- B2B & B2C Sales Management
- Team Building & Leadership
- Budgeting & Forecasting
- Campaign Management
- Client Relationship Building

Career Experience

Owner - Rotondi Co.

2020 - Present

Establish a consulting company and spearhead four-pillar models including marketing, sales, operations, and management of a startup business. Collaborate with customers to develop a successful plan, budget, and go-to-market strategy. Lead operational teams and assign duties for optimal development of each business sector. Develop pitch decks, marketing initiatives, brand and website presence, trade shows, POS, and accounting systems. Design and train staff to manage layout and logistics of the store.

- Designed and administered print, digital, web, and trade show advertising to promote company vision and culture.
- Facilitated over eight entrepreneurs to establish personal businesses from scratch within the past two years.
- Hired and trained staff as well as deployed sales and CRM teams to optimize sales and operational workflows.
- Improved underperforming business areas during challenging situations of the global pandemic.
- Drove revenue streams by creating and implementing successful sales & marketing plans.
- Invested and partnered in key projects & startup endeavors.

Owner - BuddhaBreads

2013 - 2020

Built and conceptualized a home kitchen business into a full-scale national brand. Spearheaded all facets of business administration including budgeting, accounting, brand visibility, messaging, employee communication, and face-to-face interactions. Recruited and managed production staff, oversaw production life cycle, and monitored overall inflow of raw material and product flow out.

Designed a website, logo, print, and digital advertisements as well as product packing, sales sheets, and key presentations for the business. Operated a broker network for a variety of grocery and food service sales channels.

- Created multiple sales channels, producing over 5000 units per hour, and directed to distributor channels to deliver 3500+ grocery and food service locations across North America.
- Formulated a CRM system and administered various internal and external branding, accounting, and sales teams to enhance overall operational effectiveness.
- Promoted CPG company with a national presence in the natural products sector.
- Planned and constructed an 80% automated FDA-certified facility with a manufacturing capacity of 8000 pieces per hour.

Additional Experience

Account Executive - 5280 Solutions / Nelnet

New Development Sales & Marketing Manager - Citi-Habitats / NRT Marketing Group

Client Management Executive - e-home Inc.

On-site Sales Agent - Corcoran Group Marketing

Education & Credentials

Information Decision Technology Mgmt.

IONA College - New Rochelle, NY

Intelligent Interactive Advertising 1,2 & 3

Laredo Group Media - New York, NY

Intelligent Planning & Buying Media 1

Laredo Group Media - New York NY

Licenses & Certifications

Operations Management Certification - Cornell University, Online

FDA FSMA Food Safe Certification - SGS, Online

NY Real Estate License - NYRE, New York, NY