

# ROCHELLE SOLLISH

Ms. Sollish is a marketing professional with close to 25 years marketing consumer packaged good, financial services, consumers and businesses of all sizes. On the agency and client sides.

Rochelle started her career on the corporate side, working for some of America's leading companies. She was Director of Marketing for American Express, Vice President of Marketing for Citibank and Diners Club Corporate Card and Director of Marketing for Polaroid Corporation. She oversaw the development of new sales and marketing techniques, identified new channels of distribution and was responsible for new product introductions. At American Express she was part of the team that introduced "Do You Know Me" and "Don't Leave Home Without Us." She created one of the their first successful direct marketing efforts.

Rochelle moved to Los Angeles after being recruited by a major commercial bank to head their marketing unit. She championed a caused-related promotion that produced \$729 million in new deposits in nine weeks. Tired of the corporate bureaucracy, she decided that LA was a good place to start her own company; a goal she had for many years.

In 1998, she started her own direct marketing agency. Clients include Fortune 1000 and start-ups. Ms. Sollish has taken the agency from zero to millions in billings. Despite all the challenges of running a business, Rochelle wouldn't have it any other way.

Rochelle was born and raised in New York City (Manhattan) and loved New York so much she wouldn't leave even for college. She received a BS from New York University and an MBA from New York University Stern School of Business. (She now visits New York as often as possible)

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A klutz on the tennis court and golf course, she protects her fellow citizens by jogging 20 to 25 miles a week (hasn't run into anyone yet). She also loves theatre, ballet, opera and film.

Her favorite readings to distress are murder mysteries and thrillers. Her husband, Ezio Bertelli, is a producer for Italian television and spends a lot of time in Milan and does all the cooking at home. There are no children. Just a spoiled Maltese named Shatzi.

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