



George Latimer
County Executive

WHEREAS, a vacancy exists in the membership of the Westchester County Women's Advisory Board due to the resignation of Anita Sharma:

NOW, THEREFORE, I, George Latimer, County Executive of Westchester County, in accordance with the terms and provisions of the Westchester County Charter, appoint Patti Reyes D'Agostino, P.O. Box 46, Pound Ridge, New York as an At-large member of the Westchester County Women's Advisory Board, for the term August 30, 2018 to December 31, 2019.

Given under my hand
and seal this 30th day
of August, 2018.



George Latimer
County Executive

Office of the County Executive

Michaelian Office Building
148 Martine Avenue
White Plains, New York 10601

Email: ce@westchestergov.com
Telephone: (914)995-2900

westchestergov.com

George Latimer
County Executive

August 30, 2018

Ms. Patti Reyes-D'Agostino
P.O. Box 46
Pound Ridge, NY

Dear Ms. Reyes-D'Agostino,

It is my pleasure to appoint you to serve as an at-large member of the Westchester County Women's Advisory Board, effective today, Thursday, August 30, 2018, pursuant to the Laws of Westchester County §177.41. This appointment is for a term to expire on December 31, 2019.

Your appointment is subject to confirmation by the Westchester County Board of Legislators, but your service begins immediately. You must complete the attached Oath of Office and file it with the County Clerk prior to the next Women's Advisory Board meeting, and provide this office with a copy within 30 days. Please contact the Westchester County Office for Women at (914) 995-5972 for the date, place, and time of the Women's Advisory Board's upcoming meeting for your participation.

When you have filed your Oath of Office, a Resolution to confirm your appointment will be submitted to the County Board of Legislators. As part of the confirmation process, you may be called before the Board to be interviewed.

Pursuant to Local Law, as a member of a Westchester County Board and/or Commission, you are responsible for adhering to the requirements of our Code of Ethics, which includes the annual filing of a financial disclosure statement with the County Board of Ethics. A financial disclosure form is attached.

Warmest wishes for a successful tenure.

Very Truly Yours,



George Latimer
Westchester County Executive

GL/wm

cc: Honorable Board of Legislators
Robin Schlaff, Director – Westchester County Office for Women
Joan McDonald, Director of Operations

Office of the County Executive

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PATTI REYES D'AGOSTINO

P.O. BOX 46 POUND RIDGE, NY 10576
PHONE (203) 356-5405 • E-MAIL PGD10576@GMAIL.COM

EXPERTISE

Languages:

- Fluent in Spanish

International Experience:

- Reyes Family Trust – negotiate and execute (remotely and in person) the sale of real estate holdings in South America, inclusive of review of legal documents; all communications in Spanish
- Lornamead – Latin American launch of products including oversight and communication with Latin American partners in manufacturing and marketing. Oversight of country specific marketing plans for product launch inclusive of partnership with marketing/distribution contacts to adapt key branding message.
- Liz Claiborne Cosmetics – oversight and management of marketing materials and packaging for international distribution including Canada, Europe and Latin America

Fiscal & New Business Pitching Experience:

- Lornamead – SWOT and market analyses to evaluate prospective brand acquisitions, P&L responsibility for two brands, financial responsibility for budgets and cost saving measures
- Symrise – Interim Director of Consumer Packaged Goods. Managed corporate efforts in response to sales department needs in acquisition of new business and service of accounts. Responsibilities included: in-depth market, trend & competitive analyses, drafting of proposals, new business pitches & client presentations
- Liz Claiborne – P&L responsibility for three brands, financial responsibility for forecasting, budgets and cost saving measures, budget recaps and sales analyses

Marketing:

- Comprehensive Analyses: price, share of market, positioning, target consumer, advertising
- Identification of strategic plans including brand/product gaps and category opportunities
- Category reviews encompassing trend identification, new ingredients and brand positioning
- Use of syndicated data to extrapolate consumer insights
- Positioning, development & identification of non-traditional consumer outreach

Brand Development:

- Ideation & preparation of concept boards and input briefs to guide advertising, packaging, product development counterparts
- Management/development of production timelines, budgets, etc.
- Execution/management of copy and artwork for manufacturing and advertising including international and domestic legal package requirements
- Strong team leadership

Other:

- Public relations/identity management for local non-profits including evaluation of existing channels and research
- Divorce Mediation coursework

PATTI REYES D'AGOSTINO

WORK EXPERIENCE

Management Consultant

1997 - present

Independent consultant focusing on new product innovation, marketing and distribution strategy, brand positioning, competitive analysis, consumer insights, and growth opportunities. Product categories include personal care (prestige and mass), documentary film making in the non-profit sector

Entrepreneurial Endeavor (Nuna Comfort)

December 2016 – present

Importing fair trade home goods and accessories for mid to high end consumer, curated/ designed to blend with high end furnishings and design trends.

Lornamead

Marketing Director, Haircare (2007-2008)

Oversight of international launch of Finesse in Latin America & other markets

Budget management, Competitive analyses, European sales presentations,, consumer contest execution

- SWOT & market analyses for potential acquisitions
- Cost savings exploration & implementation

Liz Claiborne Cosmetics

Marketing Director (1995-1996)

Directed & managed efforts of new fragrance, package development, R&D, advertising, & public relations

- Developed & launched Curve Fragrance for Men & Women in Department Stores nationwide
- Managed Realities Fragrance for Women inclusive of promotional programs for domestic and international markets
- P&L responsibility of the division's projected sales and forecasting for regular business and promotional products

Marketing Manager (1993-1995)

- Managed and developed new products for Realities and launched Vivid Fragrance and Bath & Body Line
- Financial responsibility for budgets, inventory, advertising and promotion

EDUCATION

Pace University

BA in Communications & Marketing

Graduated Suma Cum Laude (completed 4 year degree in 2 years)

PRO BONO WORK

NEWDAA (North East Westchester Domestic Abuse Alliance) - Co-Chairperson, advocate and consortium member

NEW Dawn ARC – fundraising and build out committee, media/public relations plan

DV Council - member

Pound Ridge Harvest Festival – public relations/marketing including social media campaign

Children's Hope Chest - Advisory Board Member, providing help and hope to children in our community suffering from poverty, abuse, neglect and illness. The organization strives to increase social action by promoting adult and youth volunteerism

PRIDE - Created an alternative learning program for 5-7 year olds to teach them entry level Spanish through

**COUNTY OF WESTCHESTER
OATH OF OFFICE**

For Appointees to County Boards and Commissions

STATE OF NEW YORK)
) ss.:
COUNTY OF WESTCHESTER)

I, Patricia D'Agostino do solemnly swear (or affirm) that I will support
(Print or Type Name)

the constitution of the United States, and the constitution of the State of New York, and that I will
faithfully discharge the duties of the office of WOMEN'S ADVISORY BOARD
AT-LARGE MEMBER in and for the
County of Westchester, according to the best of my ability.

Date: Sept. 28, 2018 [Signature]
(Signature)

Sworn to and subscribed before me this 28 day of September,
2018.

[Signature]
(Signature)

Natalie J. Sobchak
NATALIE J. SOBCHAK
Notary Public - State of New York (Print or Type Name)
No. 02SO4966206
Qualified in Bronx County
My Commission Expires April 30, 2022

(Title of Official Administering Oath)

Mail original Oath of Office to Office to Andrew Ferris, Office of the County Executive, 148 Martine Ave., Room 916D, White Plains, NY 10601 for filing within thirty (30) days of the commencement of the term of office or the notice of appointment.