

**Richard Rodriguez**

**Director of Client Services**

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Richard Rodriguez joined the ITAC team in October 2004. Richard assists businesses with technical assistance, business management and other programs to help their firms become more profitable and competitive in NYC. In addition to providing technical assistance, Richard helps businesses translate media kits and other materials to Spanish.

Richard was a successful entrepreneur, founding his own media company and serving as a Director of Marketing/Sales for the Conde Nast and RR Donnelly Publications. He won several sales and marketing awards for outstanding performance. He has experience in market research, public relations and marketing programs. Richard has experience working with clients at a variety of management levels. He has also worked as a sales trainer and motivator with numerous clients.

Richard has a Bachelor's Degree in Marketing/Sales from the Baruch College in NY.