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Women in Business Award Given to POP Displays Executive

Yonkers, NY – December 24, 2013 – Magazine 914Inc Westchester honored Roseanne Alletto, VP Sales Operations at POP Displays, with a “Women in Business” Award in their fourth quarter issue. Roseanne received the award at a luncheon in Tarrytown. This award is given to the most successful female business leaders who demonstrate outstanding drive, talent and vision.

Roseanne has over 25 year’s business experience in the point of purchase industry in operations and sales and has been with POP Displays for 12 years. In her current role as VP Sales Operations, she is responsible for the critical “front-end” functions of engineering, estimating, project management and the model shop. Over 550 projects each year are reviewed and overseen by Roseanne. She also continues her sales responsibility with two key accounts.

Roseanne provides direction and technical guidance to the entire organization. Roseanne is confident, decisive and well respected. Given her knowledge and capabilities, she is highly credible. When she speaks, others listen. As a leader, Roseanne has been a driver in changing the culture within POP Displays. Core Values are a key part of the culture at POP Displays. Roseanne doesn’t just support these values, but she truly personifies them. Her integrity is flawless and she walks the talk.

As POP Displays has grown, Roseanne has been influential in helping to determine the shape and structure of the organization and selection of individuals to create a broader team. Roseanne was instrumental in elevating the efficiency and quality of operations. Prior to Roseanne, many groups were silo’d and she worked to create a more collaborative working environment. This has improved productivity and reduced wasted efforts.

Roseanne is recognized as someone who takes the time to develop and mentor her team. She has developed them to be pro-active, seek out solutions and makes time to help them continue to learn and grow.

Roseanne has a strong commitment to outreach activities. She initiated and runs the clothing drive, toy drive, adopt-a-family efforts at POP Displays and more. Roseanne has also been involved in POPAI (Point of Purchase Advertising International), the industry trade organization. In this role, she is one of the founders of Women in POP that was established in the 1990s. She



also worked with POPAI to organize a panel discussion covering workplace issues such as sexual harassment.

Joe Berzok, SVP Sales at POP Displays commented, “The display industry is extremely male-dominated. It is a testament to Roseanne’s ability and determination to have achieved her position. She thinks beyond what is asked. Roseanne adds value in many ways that help us to produce even stronger results. She also has an unparalleled knowledge of the technical aspects of the industry. Roseanne is a role model and inspiration.”

In recognition of her accomplishments and achievements, she was asked to join the Executive Committee in 2011. In this role, she helps form policy and set strategic direction.

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