

As Executive Vice President of C2G Partners, Head of Business Development, Annette leads the sales team in building new partnerships and enriches existing relationships with clients, identifying their marketing needs and providing winning solutions. Her marketing expertise, acquired over the last 20 years, enables her to successfully achieve partners' business objectives. Annette has been responsible for a large portion of the 60-fold annual revenue increase the business has achieved during her tenure.

Prior to C2G, Annette spent over 10 years at American Express. As a former Director of Marketing, she introduced her team to customer relationship management, leading the strategy to identify and target customers. Additionally, she held several positions in Customer Information Management, leading and training teams of database marketing professionals to analyze and improve marketing programs.

Annette holds a BBA from Baruch College, City University of New York. In her spare time, she volunteers on various projects, especially non-profit fundraisers. Annette lives in New Jersey with her husband and two children.