



Rob Stravitz

Volunteer Consultant
Consultant Since: 2020

OneSource

936 Dalton Avenue
Cincinnati, OH 45203
Telephone: 513.554.4944

Professional History

- Mergen Marketing, LLC
- Valvoline, LLC
- Del Monte Foods
- Intuit
- The Clorox Company

Education

- M.B.A., Marketing & Operations, UCLA, The Anderson School
- B.B.A., Accounting, College of William and Mary

Rob is a senior marketing executive with more than 25 years' experience in retail, software, and packaged goods and with a strong track record building businesses and brands. Currently, he is the principal of Mergen Marketing. As Vice-President at Valvoline, he handled all aspects of consumer marketing-- advertising, direct and digital marketing, consumer and trade promotion, pricing optimization, market research, and new product development—for its franchises and company-owned stores. During a period of market decline, he led a major turnaround to increase volume and profitability. Valvoline recognized his achievements in 2018 by electing him to the VIOC Hall of Fame. Rob's skills also include strategic thinking and team building.

Rob currently serves on the board of the Lexington Leadership Foundation. Active in Amachi, he mentors children who lack an adult role model due to interactions with the criminal justice system. Rob is an immediate past board member of his church.

OneSource Experience

Rob looks forward to leveraging his skills in business service, board development, and strategic planning projects.