



KITTY ROTHSCHILD: PARTNER, DIRECTOR OF BUSINESS AFFAIRS & OPERATIONS

Kitty Rothschild is a Partner and Director of Business Affairs & Operations at ROI* Ventures, LLC, (Return on Inspiration).

In addition to leading day-to-day operations, Kitty has managerial oversight for all projects under the ROI asterisk, employing her extensive creative, business and management skills. Her resourcefulness, communication skills and ability to maintain the integrity of creative concepts while keeping a keen eye on the cost realities of her clients help to raise the bar on every project in which she participates.

Prior to ROI, Kitty spent more than 15 years in advertising, including five as Senior Vice President, Executive Producer at Hal Riney & Partners Heartland, where she was a founding member of the management board. She worked on more than 200 commercials for myriad clients, including Kinkos, Subway, John Deere, Serta, and Saturn Cars.

Kitty was also Senior Business Manager at BBDO Chicago, where she developed her negotiating expertise as the executive in charge of all SAG, AFTRA, AFM and AICP members' contracts. Her work has been recognized with numerous awards, including Addys, AICP Awards and gold Cannes Lions.

Kitty is committed to philanthropy, and has worked as a consultant and event planner for many charitable organizations. Her development consulting at the Francis W. Parker School has helped guide them to two fundraising milestones: raising more than \$1 million for their 2006 charitable auction, and collecting more than \$1 million during their 2007 and 2008 Parent Annual Giving campaigns.

Kitty graduated with honors from Smith College, and lives in Chicago with her husband and three sons.

