

## **CURRICULUM VITAE 2025**

### **RUSSELL C. RITENOUR JR.**

#### **CAREER**

2018-present	Ritwell Consulting Ponte Vedra, Florida Retail Petroleum & Convenience Retail Consulting/Expert Witness
1999-2018	ExxonMobil Corporation
1998-1999	Easy Serve Convenience Stores
1973-1998	7-Eleven Inc. (Southland Corporation)

#### **GENERAL**

**Professional/Roles:** Retail Petroleum & Convenience Store Professional/Expert Witness

**Specializations:** C-Store Operations  
Category Management  
Food and Site Safety  
Site Design  
Layout & Product Placement  
Franchise Management/FDD Compliance

ServSafe Food Protection Manager Certification-24 Hour Course Certification  
Category Management University-40 Hour Course  
Category Management Train the Trainer-30 Hour Course  
Food Safety Awareness-10 Hour Course  
Smith Driving Safety Course – Annual Completion 1999-2018  
Site Safety Training Awareness-10 Hour Course  
Cyber Security & Safety Training – Annual Completion 2011-2018  
Distracted Driver Training-2 Hour Course Annually 2010-2018  
Office Ergonomics, Home Office, Site Safety Training-Annual Completion 2007-2018  
Brand and Product Integrity (BPIMS) Course – 2017

## **GENERAL OVERVIEW**

A veteran of the Convenience Store and Retail Petroleum industries since 1973. Comprehensive and highly diversified career in the convenience store and retail petroleum industry including corporate operations, management, and leadership roles at many levels. Expertise includes corporate operational management, franchising and franchise management, food and site safety, sales associate training/coaching and category management. Additional experiences and strengths include customer and consumer experience management, mystery shopping, competitive analysis, store layout, design, product positioning and merchandising, contract negotiating, concept development, strategic planning as well as program and project management.

Adept at fostering and building strong business relationships among diverse constituents. Demonstrates expert knowledge of policies, procedures and practices of corporate and franchise convenience stores and retail gasoline/motor fuel operations.

## **COMPETENCIES/KEY RELEVANT SKILLS**

- Leadership
- Operational Enhancements
- Retail
- Category Management
- Consumer Experience Management
- Negotiations
- Mystery Shopping
- Product Positioning
- Project Management
- Competitive Analysis
- Safety Prioritization & Best Practices
- Profit and Loss Management
- Strategic Planning
- Time Management and prioritization
- Customer Service
- Phone, Email, and Face to Face Communication
- Change Management
- MS Office Software proficient (Word, Excel  
- PowerPoint and Outlook)
- SharePoint Management

## **Ritwell Consulting, LLC, Ponte Vedra, FL | 2018 – present**

### **President**

Professional retail petroleum and convenience retailing consultant providing strategic and transformational consulting services from new business development to leveraging existing accounts and expanding growth opportunities. Additional services include convenience store and retail petroleum industry expert witness counsel and consulting services to include expert reports, rebuttals, and additional pre-litigation support, deposition preparation and testimony, in support of Attorney/Client.

## **ExxonMobil Corporation, Spring Texas | 1999-2018**

### **Global Retail Sales Excellence Advisor, Consumer Experience (CX)**

Responsible for the development, contractual assignment, and oversight in establishing standards and the execution of a global brand integrity program through two selected 3<sup>rd</sup> party vendors. Implemented program in the Americas, Europe, and Asia-Pacific with proven impact in customer relations translating into store revenue.

Lead role in identifying, developing and roll-out (U.S.) of immediate consumer feedback mechanism via mobile payment app (*Speedpass+*) partnering with Medallia. System focus on driving consumer feedback into design, development, processes, and service offerings.

### **Global Network Advisor**

Responsible for the management and coordination of seven (7) Global Convenience Retailing and Car Wash Networks around the globe. Provided consultative support to global convenience retailing Category Managers and operators.

### **On the Run Franchise Transition Services Manager**

Effectively transitioned the On the Run Franchise from ExxonMobil to Couche-Tard (Circle K) per sales contract following divestment. Eighteen-month project with full project oversight in transitioning/reassigning all phases (FDD, marketing, advertising, royalty management, training, etc.) of the franchise to Couch-Tard.

### **On the Run Franchise Manager – U.S.**

Responsible for the sales and execution of the On the Run franchise program. Formulated sales strategy to attract multi-unit operators to adopt the On the Run franchise while ensuring that the existing network of franchisees adhered to the current operating standards.

### **Senior Category Manager – U.S.**

Responsible for the development and execution of strategic and tactical planning, category management, marketing, concept development as well as category sales and profitability of dispensed beverage (Coffee, Fountain and Frozen) and foodservice programs in all U.S. company sites. Responsibilities also included branded restaurant concepts, proprietary branded and unbranded food concepts.

## **Southland Corporation (7-Eleven) | 1973-1998**

### **Market Manager**

Retail operations manager with full profit and loss responsibility for operational performance and segment earnings for merchandise retail sales and motor fuel for the business unit (70 -100 sites in two different markets; Virginia and Maryland over an eleven-year period). Other key business unit partnerships included marketing/merchandising, brand, loss prevention/safety, real estate development and logistics related to bakery and commissary operations.

### **Division Sales and Promotions Manager**

Set strategies and tactics around off-site advertising (radio, billboards, mailers, tv) to best meet merchandising, sales, and gross margin objectives. Responsible for the creative development of POP and media schedules for advertising campaigns (through advertising agency) while managing relationships with internal merchandising group and districts in the state of Virginia (860 corporate and franchise operations).

### **Prior Roles**

- District Manager
- District Sales Manager
- Auditor
- Store Manager
- Asst. Store Manager/CSR/Clerk

### **Personal Interest / Memberships:**

- Keeping Fit/Outdoor Activities
- Auto Racing/Football/Ice Hockey
- Gardening
- Homeowners Association, President
- National Association of Convenience Stores (NACS)
- PGA Tour, The Players Volunteer
- St. Johns Sheriff Office C.L.E.A. (Citizen Law Enforcement Academy) Graduate/Alumni
- Community Engagement and Volunteer
  - SJSO PAL (Police Athletic League) for Children
  - C.A.R.E (Community and Advocacy Resources for the Elderly)