

CURRICULUM VITAE 2026

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 3rd 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)