

Peter J. Vitulli

Summary: Extensive CEO and Board experience with a combination of traditional Fortune 500 corporate experience and small/medium company growth and turn-around expertise.

Experience:

2006- Efficas, Inc.

Leading developer and marketer of natural bioactive compounds utilized for nutritional management of chronic disease conditions. Key investors include Burrill & Co., Ceres Finance, DBL Investors, Great Spirit Ventures, LSP BioVentures, Prolog Capital and Sitra (Finnish Innovation Fund)

Chairman of the Board

- Insure Board functions effectively and meets all its obligations and responsibilities including corporate governance
- Work closely with CEO to insure that management strategies and performance are clearly and appropriately communicated to Board
- Help management team develop optimal licensing strategy for key technologies
- Lead the Board in monitoring and evaluating CEO's performance
- Chairman of Audit Committee

2006- Sciona, Inc.

Venture Capital backed genetics based health and wellness company. Key investors include BASF Venture Capital, BioVentures Investors, Burrill & Co., DFJ Esprit and DSM Venturing.

CEO and President

One of the leading companies in the emerging industry of Personal Genetics - providing health and wellness guidance based on an individual's diet, lifestyle and unique genetic profile.

- Built high performing CLIA certified lab to conduct genotyping analysis.
- Developed next generation software - Genostic Rules Engine –combining genotyping and lifestyle data to generate detailed Action Plan for consumers and health care practitioners.
- Conducted extensive in-market testing to determine optimal business model leading to identification and development of the new, weight management focused DNA BodySync™ business based on Sciona's core technology. Initial launch via internet and direct response followed by several additional distribution channels. Testing scheduled for 2009 with national launch in 2010.

- Took proactive leadership approach in dealing with all regulatory bodies – FDA, FTC, CMS and the state agencies to reduce uncertainty and risk in this emerging industry.
- Worked closely with investment banking firm Canaccord Adams to execute a merger with a public, complementary genetics based company.
- Leading the sale process necessitated by lack of sufficient cash to execute strategy.

1998-2005 Amerifit Nutrition, Inc., Bloomfield, CT

\$61 million consumer products health and wellness company. Key investors include BancBoston Ventures, Bay City Capital, Essex Woodlands Health Ventures, Jeffries Capital Partners and SR One Ltd. (venture arm of GlaxoSmithKline).

CEO and President

Company employed 55 people and was formed via merger of Medical Foods Inc., a nutritional research and development firm, and Amerifit Nutrition Inc., a dietary supplement company.

- Led merger of Medical Foods and Amerifit and raised \$11.3 million from new and existing venture firms to capitalize new company. Grew company over seven years from start-up phase with no sales, to \$61 million in sales and EBITDA of \$11.6 million.
- Built Estroven® into a leading women’s wellness brand generating sales of over \$50 million
- Revised company strategy focusing on brand building, extending distribution across several channels, top tier quality and scientific integrity and innovation. Company was run with the control, discipline and analytic rigor of a larger, more resource-rich company, but in an entrepreneurial fashion.
- Improved company culture and morale by role modeling: a results orientation, teamwork, consistent communication, problem solving, and living up to commitments.
- Acquired three small brands for under \$1 million that generated \$10 million in 2004 sales.
- Sold NiteBite®, a revolutionary product developed by Medical Foods, to further fund new company.
- 2003 Finalist in Ernst & Young’s Entrepreneur of the Year Program.
- Led the 2005 sale of the company to a private equity firm, Charterhouse Group International, working closely with the company’s investment banker, Credit Suisse First Boston. Returns generated by firms that invested capital in 1999 at the formation of Amerifit Nutrition were in excess of 20% compounded/year.

1997 (Oct-Dec) The O’Boisie Corporation, Oakbrook, Illinois

\$15 million snack food company.

Acting CEO

- Short-term (3 month) consulting assignment to rapidly raise capital or sell via packaged chapter 11 proceeding.
- Reduced overheads 25% via elimination of unnecessary management positions and renegotiation of union contracts.
- Streamlined supply chain via elimination of 20% of SKU’s, outside warehouse closure and more rational production scheduling.
- Worked with bank to package company via chapter 11 and sell immediately to strategic buyer.

1997 (Feb-Sept) **Russell Reynolds Associates, Chicago, IL**
A leading executive recruiting firm.

Managing Director

- Assumed leadership position at Russell Reynolds to help build consumer practice.

1994-1996 **Everfresh Beverages, Inc. Chicago, Illinois**
\$100 million U.S. and Canadian juice manufacturer.

Chairman, CEO and President

Company consisted of 300 employees, two manufacturing facilities and a direct store distributor network covering the U.S. and Canada

- Led \$13 million improvement in EBITDA over two-year period.
- Grew Everfresh brand 40% via new product introductions, availability increases in existing markets and geographic expansion.
- Reduced overheads by \$9.5 million through headcount reductions, plant closure, administrative efficiencies and company-wide focus on cash flow.
- Grew distributor network from 150 to over 200 while restructuring sales force and developing profit-based rather than merely volume-based sales incentive program.
- Shut down unprofitable Sundance product line while reducing company SKU's by 50% to aid supply chain efficiencies and reduce working capital.
- Led culture change by consistently communicating openly with all employees and encouraging their role in cash flow improvement. Hired new, experienced, results-oriented management team.
- Sold company via Chapter 11 sale to National Beverage Corporation as one final, necessary refinancing was not forthcoming. Managed all aspects of bankruptcy to maximize value and successfully completed company sale within four months.

1977-1994 **The Quaker Oats Company, Chicago, Illinois**
\$6.5 billion public food and beverage company.

President, Gatorade North America

1989-1993

President, Grocery Specialties Division

General Manager responsible for \$1 billion division. Key products included Gatorade Thirst Quencher, Van Camp Beans and Wolf Brand Chili. Second largest Quaker Division consisting of 1,500 people, 6 plants and sales through retail and food-service channels.

- Grew Division from \$600 million to \$1 billion in four years, increasing operating income by \$60 million.
- Maintained 87% market share despite new product entries by Coke, Pepsi and other soft drink companies.
- Ran division with public company discipline. This consisted of focus on investor relations, quarterly income and reporting demands, speeches and analyst and investment banker contact.
- Led divisional efforts to dramatically enhance Gatorade's cold channel distribution system (convenience stores, vending, health clubs, etc.) to increase points of availability and improve merchandising capabilities. Played a leadership role in negotiations with major direct store delivery beverage companies to determine viability of alliances or joint ventures.

- Maintained dramatic growth trends through the most persuasive advertising in brand history, new product introductions and innovative, aggressive but profitable merchandising strategies.
- Signed Michael Jordan as Gatorade spokesperson to a 10 year contract.
- Re-engineered entire supply chain identifying \$50 million in cost savings to be achieved over three years by dramatic efficiency increases, lower inventories and improved real-time communication between Quaker, customers and suppliers.
- Reorganized the entire division in 1992 to streamline core processes, execute grassroots local marketing programs with customers and improve forecasting and strategic planning.
- Turned Van Camp business around in 1989-1991. Increased operating income from \$5 million to \$25 million with small volume growth after several years of decline. Turn-around was achieved via aggressive merchandising, revised purchasing strategies and overhead reductions.
- Led culture change efforts to transform division into a High Performing Organization through division-wide focus on Economic Value Added strategies, creation of formal individual development programs, formation of cross-functional self-directed teams and core process changes.
- Growth and defense of Gatorade viewed by analysts as single largest factor in enhanced shareholder value. Ultimately led to acquisition of Quaker by Pepsi.

Vice President/Director – Marketing, RTE Cereals 1985-1989

- Responsible for \$450 million Ready to Eat (RTE) Cereal business with staff of 32 people and \$150 million advertising and merchandising budget.
- Turned business around from 3 year sales decline to industry’s highest growth franchise for 18 consecutive months.
- Introduced Quaker Oat Squares and Oh’s, two innovative cereals that generated a combined \$85 million in incremental sales.
- Led successful acquisition of Kretchmer Wheat Germ business for International Multifoods, which added a strong business niche with \$27 million in sales.
- Successfully repositioned Cap’n Crunch, Life and 100% Natural Cereal through product improvements, aggressive promotional support and improved advertising.

Marketing Director – Pet Foods Division 1983-1985

Responsible for \$200 million in sales and a \$60 million advertising and merchandising budget.

- Restaged Kibbles n’Bits dog food from a severely declining, unprofitable \$34 million business in 1983 to a rapidly growing, profitable franchise in 1985 generating \$100 million in sales and \$10 million in operating income.
- Introduced Puppy Kibbles n’ Bits (the first successful competitor to Ralston’s Puppy Chow) and Snausages, a premium dog treat targeted to the highest growth segment of the industry.

Quaker Oats Limited, Southall, England 1981-1983

Marketing Manager, Cereals

\$115 million United Kingdom subsidiary with Cereals and Pet Foods as the major product lines.

- Led \$60 million RTE/Hot Cereal and Pasta businesses and managed the Promotions Department.
- Led Scott’s Porage Oats acquisition and integration, which doubled size of U.K. hot Cereal business from 30% to a 60% share.

- Helped turn U.K. subsidiary from Quaker's poorest performing international business to above average returns.
- Contributed more disciplined, results oriented management techniques, stronger, analytically based business plans and more aggressive promotional and advertising support.

The Quaker Oats Company, Chicago, Illinois

1977-1981

Brand Manager, Life Cereal

Brand Manager, Cap'n Crunch Cereal

Assistant Brand Manager/Marketing Assistant – Aunt Jemima Pancake and Syrup

- Turned Cap'n Crunch from declining brand to double-digit growth.
- Nominated for Chairman's award for business excellence.

Education: Certificate, 4 Week YPO Program, Kellogg School, Northwestern University, 2002
MBA, Marketing, Stern Business School, New York University, 1977
BA, Sociology, Holy Cross College, 1975

Affiliations: Leadership Team Member - Family Violence Prevention Fund