



**Bob Vitagliano, CITE**  
**V Associates**

Bob Vitagliano's broad-based background qualifies him as a true incentive renaissance man. He has experience as both a buyer and a provider of incentive rewards as well as having diverse expertise on the financial and marketing side of the business.

Vitagliano served as Executive Vice President and Chief Executive Officer of the Society of Incentive & Travel Executives (SITE) for six years conducting the Society's business in 30 countries. He now operates his own incentive marketing consulting company, **V Associates**, headquartered in Wilmington, North Carolina and he is a partner in *fourCE.org*. In addition to his consulting practice, he currently serves as Executive Director of the International SITE Foundation.

He has instructed and consulted on matters of incentive marketing in Argentina, Austria, Barbados, Canada, Croatia, the Czech Republic, Egypt, England, Hong Kong, Hungary, Iceland, Kenya, Malta, Mexico, New Zealand, Poland, Portugal, Singapore, South Africa, St. Maarten, Sweden, Switzerland, Thailand, Turkey, and, of course, the United States.

Vitagliano began his career in the incentive industry on the buyer's side with the conglomerate, SCM Corporation. He later moved to the supplier side of the incentive travel industry associated with destination management companies and a full-service incentive marketing company in New York and California.

He earned the designation *Certified Incentive Travel Executive (CITE)* demonstrating his depth of experience and broad range of knowledge of the incentive travel industry.