

KATHERINE E. PISCITELLI

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MANAGEMENT AND SALES PROFESSIONAL

Expert in Increasing Corporate Earnings & Competitively Positioning Products

Leadership and Equine Management Skills

Excellent qualifications in cultivating, building, and maintaining relationships with clients, vendors, farms and racetracks. Have a degree in secondary education that provides me with the ability to lead others in learning proper business practices in the Horse Industry. Consistently successful in identifying and capitalizing upon market opportunities to drive revenue growth and expand market penetration within the Racing Industry.

AREAS OF EXPERTISE

- Tactical Sales and Marketing
- Registration of horses at The Jockey Club
- Consultation & Implementation
- Social Media and Marketing
- Solution, Conceptual & Relationship Building
- Racing Trends and Forecasting
- Bookkeeping and Accounting
- QuickBooks, iStable and T-Lore

PROFESSIONAL EXPERIENCE

MOQUETT RACING, Louisville, KY

Business Manager – April 2004 - Present

Manage daily operations of public horse racing trainer's business. Directly responsible for vendor selection/relation, negotiation and purchasing. Act as liaison for clients making sure all state requirements are met so their horses are eligible to race at various racetracks throughout the country.

- Oversee registration of foals, state licensing, worker's compensation and maintaining individual and stable race records.
- Proficient in QuickBooks, iStable and T-Lore Management software. Responsible for accounts payable, accounts receivable, payroll and monthly billing.
- Provide detailed records of horses' profit and loss records including purchasing, sales, veterinary, shipping, racing and breeding.
- Book travel and contact vendors prior to race meets to make sure everything is ready ahead of staff and horses arriving.

BELVIDERE, LLC, Louisville, KY

Owner – Jan. 2016 – Present

Classically trained in Hunters and Equitation from Hall of Fame Trainer Jack Frohm of High View Farm in Pittsford, NY. Showed successfully as a Junior on the Syracuse PHA A-Circuit in Hunters and Equitation.

- Teach and train students horsemanship and riding with a focus on proper equitation that will benefit every student no matter the discipline.
- Retraining OTTB's to become successful at their new careers after the racetrack.
- Bringing students to horse shows where they can demonstrate their knowledge and develop on understanding of the discipline and dedication that is required in the Horse Industry.

WBKI-TV, Louisville, KY

Account Executive – June 2002 – April 2005

Introduced WBKI to prospective direct advertisers and advertising agencies and helped develop effective advertising campaigns. Developed strong business relationships with top advertising agencies. Secured new business & positioned station competitively in the market.

- Generated over \$250,000 in new business in first year.
- Exceeded quarterly budget goals and exceeded 2003 annual budget.
- Increased market share of major account by 5%.

EDUCATION

Kutztown University – Kutztown, PA

Bachelor of Science in Social Studies – Graduated Magna Cum Laude – 1993

LICENSES AND CERTIFICATIONS

Ordained Minister
Notary Public