

Look who's here from Whitford to help...



Fran Attilio leads the team. She spent nearly a decade working in retail. She relates to the needs of retailers (and speaks their language). Fran has worked both on the selling floor and in the corporate office of several major retailers. In the corporate world, she worked in product development, and she knows the ins and outs of direct sourcing. Her experience in developing products and resolving the issues most commonly confronted helped form the retail program.



Amy Marshall is the person whom Fran chose to help her as the program grew. She joined the Retail Marketing team in 2007 to manage the astounding (and growing) amount of details that come our way as we provide support for retailers throughout the United States. She is constantly doing store checks, monitoring the competition, following trends in the market, responding to myriad requests from retailers.



Andy Reynolds is the person who took the RMP international in 2004 by assuming direction of the program for all of Europe. Based in Whitford's German office, Andy is bilingual and bicultural. A seasoned veteran, he has worked with retailers at the international level for 11 years, which has given him crucial insight into the cultural differences of retailers and their markets in many European countries.



Philip Wong joined the Retail Marketing Program in 2006 after many years with Whitford in other roles (including sales and technical support). He manages our retail activities in all the Asian markets Whitford serves, working out of our headquarters in Hong Kong. He has been instrumental in carrying the program originally developed in the United States and adapting it for the varied markets in Asia.

How to reach us

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The logo for Whitford, featuring the word "Whitford" in a bold, blue, stylized font with a white outline and a slight shadow effect.

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