



SALLY ZITA
Operations Officer

Sally is the Chief Operating Officer at fassforward Consulting Group. Sally manages the design/implementation of processes that map the firm's vision and strategic imperatives to specific actions yielding measurable outcomes in: revenue growth, delivery of Executive Leadership programs, Frontline Delivery Programs and client relations. Sally has more than 25 years of leadership experience in business development and operations.

Prior to joining fassforward Consulting Group, Sally managed global business operations at TowerGroup. As a member of the company's senior management committee, she was responsible for TowerGroup's human resources, information technology, editorial, and office administration functions in the United States and internationally.

Before joining TowerGroup, Sally was an Alliance Director for Xerox Corporation responsible for third-party joint ventures launching new product offerings. While at Xerox she held numerous sales management positions and was recognized repeatedly for her achievement of sales targets. In addition to Sally's career with Xerox she was a regional manager for Electronic Data Systems (EDS), overseeing the company's business for the Xerox Corporate Business Units, which consisted of 20 organizations.

Sally was also an elementary and junior high school teacher in New York City for five years. She has a B.A. in Communications from Hunter College and a master's degree in Education from Brooklyn College.