



Anita J. Bizzotto

Chief Marketing Officer and Executive Vice President

Anita J. Bizzotto is Chief Marketing Officer and Executive Vice President of the U.S. Postal Service. A 33-year postal veteran, Bizzotto is responsible for developing, refining and promoting postal products and services that generate over \$70 billion in annual revenue. Bizzotto reports directly to the Postmaster General and heads the organization's Sales, Product Development, Customer Service, Pricing and Classification, and Advertising functions.

Bizzotto brings a unique, customer-centric focus to her role of fueling the nation's \$900 billion mailing industry and meeting the mailing needs of 296 million customers.

Prior to being named Chief Marketing Officer in 2001, Bizzotto served as Vice President of Pricing and Classification, where she was responsible for managing the pricing and classification policy for postal products and overseeing the transformation of the Domestic Mail Manual.

Earlier in her career, Bizzotto served as General Manager of the Chicago Rates and Classification Center and Manager, Business Mail Acceptance, where she was responsible for oversight and policy relating to acceptance of commercial mailings, rulings and appeals of classification issues, Periodicals and non-profit authorizations, and private express statute administration.

The recipient of many prestigious individual awards, Bizzotto's leadership in advertising, research, and sales, has also led to numerous awards for the Marketing organization from trade and professional organizations such as the Advertising Research Foundation and Folio Magazine.

In 1999, Bizzotto was the Postal Service's Sloan Fellow, earning a Master of Science degree in Management from the Massachusetts Institute of Technology. She also holds a Bachelor of Arts degree from Knox College in Galesburg, IL.

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