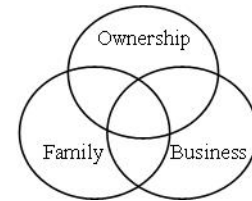


## Domenick Celentano Biography



Domenick Celentano is Founder and CEO of Celentano & Company. As a Family Business expert, he mentors and coaches Family Businesses on a wide range of Family Business topics. In particular he deals with the Family's Human, Intellectual and Financial Capital with respect to Succession Planning, all of which are necessary to preserve the family legacy for the next generation. His clients range from manufacturing, distribution and professional services companies and he is successful working with the "early successor" generation. He is sought out as a speaker on a variety of Family Business topics and provides family business continuing education seminars. His academic knowledge combined with 30 plus years of personal experience as a family business member provides a unique ability to bridge Founding and Successor generations, helping them handle their most sensitive and challenging issues. Domenick's mission is to help his clients avoid the "Shirt Sleeves to Shirt Sleeves" phenomenon experienced by over 85% of family businesses.

He is also co-founder of [The Food-Preneur™](#) LLC, an organization providing Strategic Consulting to food companies in the Consumer Package Goods industry. The FoodPreneur Boot Camp Professional Educational programs are intensive seminars tailored to small and middle-market specialty food manufacturers. Domenick is a regular speaker at The National Association of Specialty Food Trade's annual Fancy Food Show in New York City.

Mr. Celentano is an Adjunct Professor, [Department of Entrepreneurship](#), at Fairleigh Dickinson University, Silberman College of Business as well as an Adjunct Professor of Marketing at Kean University [College of Business and Public Administration](#). He received a BS in Management from Montclair State University and an MBA from St. Joseph's University, Philadelphia, PA. He is also a counselor at the Small Business Development Center, Raritan Valley Community College.

Domenick has held key executive positions at Celentano Bros., Inc, creating the 2nd largest national brand in the Italian prepared foods category. The company is best known for the Celentano brand of Italian Frozen Pastas and Prepared Meals (its flagship product, the round Ravioli). As Vice President and then President, he developed and managed a National Sales Force • Developed a national network of over 30 brokers • Developed and introduced over 40 items and line extensions • Developed and implemented a unique clean room production process • Managed Public Relations culminating in six national television features and over 100 print articles.