



*Emily Videtto*

Emily Videtto was named Vice President and Chief Marketing Officer at Pella Corporation in November 2016. In this role, she is responsible for all marketing functions within the organization including Pella's innovation team, strategic, corporate, and centralized marketing groups, and the product management group.

Emily graduated from Indiana University in Bloomington, Indiana and holds a Bachelor of Arts in English and a Certificate from the Liberal Arts and Management Program. She was also a member of the Honors College at IU. In 2012, Emily completed the Program for Leadership Development at Harvard University and went on to receive Alumni Status with her completion of the Authentic Leadership Development program in 2014.

Prior to her role at Pella, Emily spent 12 years at GAF Materials Corporation, the world's largest roofing manufacturer. Hired as a Marketing Analyst, she went on to take progressive roles as Product Manager, Director of Market and New Product Development, Executive Director of Shingles and New Product Development, and most recently, Vice President of Residential Marketing and New Product Development at GAF.

Emily has held positions on the board for Inception to Exhibition (2015-2016) and the Boys and Girls Club Advisory Board in Hoboken, NJ (2004-2007); she has served as an industry expert on numerous nationally televised shows like Curb Appeal and The Balancing Act.

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