

## KEITH GOTTI

### Gemline

*This month's NEPPA MVP is Keith Gotti from Gemline. Keith and Gemline have been proud supporters of NEPPA over the years from expo donations, sponsoring our Top Golf event last year as well as participating in many networking events! We are pleased to let you get to know Keith a bit more!*

#### What is your title/role at Gemline?

Regional Manager at Gemline

#### How long have you been in the industry?

20+ years....15 on distributor side 5 on supplier side.

#### What do you like best about your company?

The people that I get to work with each day. We work hard and play hard at Gemline!

#### How do you describe what you do to non-promo people?

"I help promote community through supplying high quality branded merch."

This statement usually leads to follow up questions....or, they just walk away confused.

#### What is your favorite promo product that you own and use?

RINGO stainless steel water bottle with Magnetic Ring. Words of wisdom for people just starting out Be yourself, work hard and enjoy this wacky / fun industry. Don't be afraid to ask questions and push for change. The younger people entering this industry are the future and will reshape how we do business.

#### Words of wisdom for people who've been in the industry for a long time

Embrace the technology that is quickly changing our industry.

#### As sustainability becomes a driving factor in how we all do business, what are some ways you and your company are making changes to the status quo?

We bring products to market that we believe will be appreciated, used and re-used. We are focused on using cleaner, sustainable and recycled materials and providing carbon footprint impact data at the product level to help end customers make informed decisions.

#### When attending a tradeshow what is your Key to Success?

On the supplier side, I feel that being engaged and energetic with each visitor to your booth is the key. Listening to a client's interests and hearing their pain-points will help me lead them to an appropriate solution within our product offering.

#### Shout out to someone who has made a difference in your career

I took over the Regional Manager role after Jessica Casaubon was promoted. Jessica has been a trusted colleague for me from day 1 at Gemline. Now, she is stuck with me as a friend. Hi Jess!

#### Something about you that most people may not know

Ran the NYC Marathon when I had younger legs.

I also believe that anybody who claims to like frozen yogurt over ice cream is probably not being truthful.

What is your favorite quote (movie/literary/personal)?

“Doing the right thing is never the wrong thing.” –*Ted Lasso*

Do you have any fun hobbies or meaningful volunteer work.

Joined my daughter as a volunteer with Appalachian Service Project for a week long service trip to make homes warmer, safer and drier. This was a life-changing experience for both of us, and I am so glad that we did this together.

Oh, and for some strange reason, I continue to play pickup basketball on a weekly basis.

What meme describes you best?

“Just livin’ the dream”





