

Rita Mitjans

Chief Diversity & Corporate Social Responsibility Officer at ADP

Roseland, NJ, US

Senior ADP executive driving corporate strategies for diversity, inclusion and corporate social responsibility.

Description

Rita Mitjans currently serves as Chief Diversity & Corporate Social Responsibility Officer for ADP. In this role, Rita leads ADP's global diversity, inclusion and corporate social responsibility efforts, including setting the strategy, establishing clear metrics / benchmarks and developing a roadmap that aligns the activities of Associate Resource Groups (ARGs) and supports ADP's ability to attract and retain the best talent. With respect to Corporate Social Responsibility (CSR), Rita works with the ADP Executive Committee, the CSR Task Force and the ADP Foundation to further develop ADP's CSR program, ensuring that our initiatives support and align to ADP's corporate values and priorities.

Rita has a diverse background in marketing and sales, strategy, investor relations, and benefits. As senior vice president, Corporate Marketing for ADP, she had overall responsibility for leading strategic marketing initiatives that drove growth and profitability. Her scope included corporate communications/reputation management, digital marketing, pricing, branding and market intelligence. In this role, Rita created the company's corporate communications and Employer Services' digital marketing functions, launched ADP's social media program and created the ADP Research Institute® which publishes unique insights about workplace trends from ADP's proprietary research and analytics. As Division Vice President, Benefits Services, Rita was responsible for an \$800 million health and welfare benefits program for ADP's PEO division, TotalSource. In her prior role with TotalSource, Rita was also responsible for leading a major new product launch and leading the divisions' strategic planning and marketing function.

Before joining ADP TotalSource, she spent 10 years in a variety of positions in marketing, strategy/business development and investor relations at Bankers Trust Company and Deutsche Bank AG. Before joining Bankers Trust, she was a district sales manager with Georgia-Pacific Corporation in Darien, Conn.

She holds a master's degree from the Harvard Graduate School of Business Administration and a bachelor's degree, summa cum laude, from St. John's University.

Availability

Keynote, Moderator, Panelist

Industry Expertise

Human Resources, Advertising/Marketing, Corporate Leadership

Topics

Corporate Social Responsibility, Diversity and Inclusion, Building Your Personal Brand, Corporate Leadership, Career Mobility, HR, Hr Management

Affiliations

Board of Advisors - Catalyst, World 50, Conference Board, ADP, Bankers Trust Alumni, Chief Marketing Officer Network, Harvard Business School Alumni

Sample Talks

The Power of Diversity

In an interview style, Rita Mitjans, Chief Diversity and Corporate Social Responsibility Officer at ADP, discusses the challenges and opportunities companies face as they strive to align their diversity and inclusion efforts with business objectives. How can organizations establish an inclusive workplace that values each individual and enables associates to reach their full potential? And, how can they leverage the rich differences across the workforce as a catalyst for innovation and success?

Past Talks

The Power of Diversity

Evanta HR Leadership Summit

Education

Harvard Business School

MBA Finance, General Management

Saint John's University - Peter J. Tobin College of Business

B.S. Marketing, Economics

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