

Donya Litowitz

CO-FOUNDER & CEO, imPASTA! Inc.

A seasoned entrepreneur and professional, Donya Litowitz has an accomplished career using her years of branding and project start-up experience in various sectors. She is a natural problem solver with a no-frills communication style to get the job done.

She made her first mark as CEO of Condition Culture, a beauty and pet company with six consumer product brands, best known for the 2010 viral sensation Featherlocks®, as well as other popular brands: Puppylocks®, Knotties®, and Colormash®.

As a Kellogg School of Management MBA graduate, she supplemented her quantitative skills with Kellogg's global marketing management education with an emphasis in Collaborative Management.

Her most recent projects include using her expertise in strategy, branding, product development, accounting, finance, and management to combine her experience, impact change in the world and passion in food to co-found imPASTA! Inc.™, a sustainable health food products company reinventing delicious ways to reduce food waste starting with a ready-to-eat spaghetti squash product. imPASTA is a mission-based company, with core values of impacting social environmental and economic waste issues including helping to get healthier food products to food deserts, promoting a circular economy by maximizing use of recyclable materials, and using upcycled produce in the products while making sure nothing goes to waste from production.

Other projects include an advisory role in various product-based start-ups in industries ranging from food & beverage, real estate, beauty, and pet. Donya's twenty+ years of real estate finance and real estate experience include projects in luxury hospitality, timeshare, residential and commercial real estate.

Living life for Donya is learning and laughing. She spends her free time solving puzzles, accepting unusual invitations and always appreciates a well-balanced cocktail. Nothing tastes that great until she understands the story behind it.