



**Joe Zalta**  
**Co-founder, Riverbend Consulting**

Joe Zalta is co-founder of Riverbend Consulting, an e-commerce consulting firm based in Tinton Falls, N.J. He launched the company with Lesley Hensell in September 2017.

Zalta began his career in wholesaling and manufacturing, spending 12 years selling, marketing and merchandising apparel lines to major department stores, mass retailers and off-price chains, including Macy's, Dillard's, Kohl's and JCPenney. Working with brands that include the NBA, Lee, True Religion and others, he helped retailers create successful private-label programs and customize direct-to-consumer initiatives.

In 2015, Zalta jumped into the world of e-commerce and created E&J Sales and Marketing. He launched his Amazon business selling high-profile athletic apparel and niche private-label brands. It was hugely successful until the account was suspended by Amazon for inauthentic claims. The company was dead in its tracks until Zalta made a call to an industry colleague, Lesley Hensell. Within days, Hensell had gotten Amazon to reinstate Zalta's account. This experience led them to join forces and form [Riverbend Consulting](#), a company that helps e-commerce and Amazon sellers and vendors manage the complexities of Amazon seller policies.

Zalta oversees Riverbend's company strategy, financial management and sales, and supports the company's services and marketing teams. Riverbend has more than 85 employees worldwide, including ex-Amazonians, third-party sellers and consultants. Today, the company is the largest and best-known consulting agency for Amazon reinstatement services. It advises many of the top-100 Amazon sellers, some of whom are moving more than \$1 billion worth of goods a year on the platform.

Beyond work, Zalta spends time with his wife and six children. He also volunteers with multiple community organizations to help young entrepreneurs find their passion.

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