

KELLY RICE

Partner : Marketing Communications, PR, and Corporate Training

Prior to joining QuantumMethod, Kelly was chief inspiration officer and senior vice president of corporate development at Manning, Selvage & Lee (MS&L). She was responsible for corporate and employee communications, human resources and the 2005 SABRE award winning employee development program.

She was originally hired at MS&L to revive the consumer marketing practice and within 10 months added blue-chip clients Corning, Blockbuster, M&M/Mars, CPC/Best Foods, Intuit, Norelco, Tupperware and Champion's Olympic sponsorship communications.

Before MS&L, Kelly was partner at Rice & Rohr. She conceived and implemented branding, product naming, copy writing and public relations programs for clients such as Pepsi-Cola USA, Kraft, General Foods, Dansk, Earth's Best Baby Food, Newman's Own, Biderman Industries. She was a member of Faith Popcorn's Talent Bank at Brain Reserve.

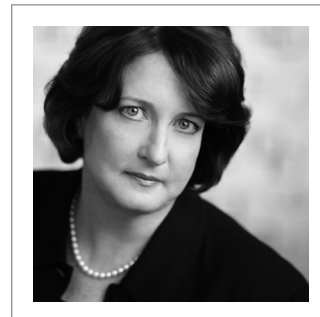
Kelly has worked at world-class PR firms in NY, LA and Hong Kong. At Hill & Knowlton, she advanced to creative director after leading their Food and Beverage Unit as vice president, deputy director. Her clients included PepsiCo International, Frito Lay, Haagen-Dazs, Nabisco, Blue Cross and Blue Shield, Norcliff Thayer, Quazite and Chockfull O' Nuts.

As an account supervisor in Burson-Marsteller's Hong Kong office, she managed PepsiCo International's first plant opening in the People's Republic of China. She began her career at the J. Walter Thompson Company as a television spokesperson for Welch's, Fleishman's Yeast and Planters Peanuts. Her television debut was with Maureen Hamilton (The Wicked Witch of the West), Tina Turner and Mr. Peanut on the Mike Douglas Show.

Kelly graduated from Cornell University with a B.S. in Nutrition, received Six Sigma Greenbelt Certification from Villanova University, and Instructional Design for Trainers Certification from the American Management Association.

Her awards of recognition include Bronze SABRE Awards in 2000, 2002, and 2005; San Fernando Business Journal "Women Who Mean Business Award," 2004 & 2005; Who's Who in American Women, 1995-2007.

She is a persuasive corporate trainer and an accomplished facilitator who considers herself privileged to have led creative sessions with Procter & Gamble, General Motors, Intuit and the Imagineering team at Disney.



"The fire that ignites business growth is integrated marketing – it's the sweet spot where strategy, creativity, and communication intersect and big ideas with big outcomes take flight."

AWARDS

Bronze SABRE, 2000

Bronze SABRE, 2002

Bronze SABRE, 2005

Women Who Mean Business Award, *San Fernando Business Journal*, 2004 & 2005

Who's Who in American Women, 1995-2009

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