

KELLY RICE

Partner : Marketing Communications, PR, and Corporate Training

Kelly brings over 25 years of marketing and nonprofit communications excellence to QuantumMethod. Her expertise includes branding, strategic planning, marketing communications, media relations, meeting facilitation, and presentation training.

She is a persuasive corporate trainer and an accomplished facilitator who feels privileged to have worked with The Girl Scouts of America, Los Angeles Conservation Corps, Para Los Niños Procter & Gamble, General Motors, and the Imagineering team at Disney.

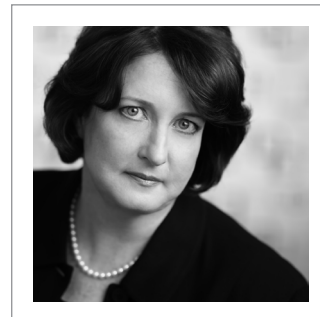
Before joining QuantumMethod, Kelly was chief inspiration officer and senior vice president of corporate development at Manning, Selvage & Lee (MS&L). She was originally hired at MS&L to revive the consumer marketing practice and directed client engagements with Newman's Own, Corning, Blockbuster, M&M/Mars, CPC/Best Foods, Intuit, Norelco, and Champion's Olympic sponsorship communications.

Prior to MS&L, Kelly was a partner at Rice & Rohr. She conceived and implemented communications programs for clients Pepsi-Cola USA, Kraft General Foods, Dansk, Earth's Best Baby Food, and Biderman Industries. She was a member of Faith Popcorn's Talent Bank at Brain Reserve.

Kelly has worked at world-class PR firms in New York, Los Angeles and Hong Kong. At Hill & Knowlton, she advanced to creative director. Her clients included PepsiCo International, Frito Lay, Haagen-Dazs, Nabisco, and Blue Cross and Blue Shield.

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.

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



"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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