

RITA R. HANES

Academic Curriculum Vitae

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PROFESSIONAL PROFILE

Rita Hanes is a senior executive, board director, and strategic advisor whose career has been built at the intersection of enterprise leadership, organizational transformation, and mission-driven work. She brings to the classroom 25 years of practitioner experience with real stakes, real teams, and results that are documented and measurable. Her expertise spans global partnership and business development at American Express, two Chief of Staff appointments across Fortune 100 and nonprofit sectors, enterprise brand and marketing leadership, and four years embedded inside a federally recognized education reform organization.

Those experiences shaped her conviction that leadership is less about having the right answers than creating the clarity, alignment, and accountability that allow organizations to perform at their best. She will create a classroom where students examine real organizational challenges, engage in thoughtful discussion, and develop the judgment and confidence to lead with purpose.

Teaching Interests:

- Organizational Leadership, Team Effectiveness & Leading Through Change
- Stakeholder Management, Negotiation & High-Stakes Partnership Development
- Business Strategy, Execution & Cross-Functional Alignment
- Strategic Partnerships & Negotiation
- Brand Strategy & Marketing Communications
- Nonprofit Leadership & Board Governance

EDUCATION

Georgetown University, McDonough School of Business Washington, DC

Master of Business Administration (MBA) 1998

University of North Carolina at Chapel Hill Chapel Hill, NC

Bachelor of Arts — Industrial Relations & Economics 1989

PROFESSIONAL EXPERIENCE

Charter Communications — Spectrum Reach & Spectrum Enterprise New York, NY | 2018–2025

Senior Director, Brand & Integrated Marketing — Spectrum Reach 2021–2025

- Led brand strategy, marketing communications, and thought leadership for Charter's \$1B advertising business — managing a 12-person team, 65+ enterprise engagements annually, and 15+ industry partnerships, with 25% year-over-year earned-media growth and documented campaign results.
- Rebuilt and led an enterprise marketing communications function during a period of significant organizational transition — sustaining full delivery of a \$1B enterprise mandate while restructuring team operations and establishing new leadership alignment across function leads.
- Directed enterprise strategy for Pay It Forward, Spectrum Reach's national social impact initiative; delivered \$50M+ in free advertising to underserved small businesses and built a 2,000+ alumni ecosystem through strategic partnership with Horizon Media.

Senior Director, Commercial Field Marketing — Spectrum Enterprise 2018–2021

- Led field marketing for Charter's \$2.5B connectivity business; managed \$18M budget and 30-person team delivering 500+ annual client engagement programs; negotiated sponsorships anchoring \$14M in strategic account value.
- Designed and facilitated executive client events, national recognition programs, and internal leadership convenings — developing and delivering content for audiences ranging from front-line sales teams to C-suite stakeholders.

Educational Testing Service (ETS) — Institute for Student Achievement *Carle Place, NY | 2014–2018*

Chief of Staff to the President

- Served as Chief of Staff to the President of ISA, a U.S. Department of Education-recognized Whole School Reform model improving secondary education outcomes for underserved students; directed strategic planning, operations, and executive communications across a mission-driven organization at the intersection of research, policy, and practice.
- Partnered with ETS Research and Teachers College, Columbia University on multi-year strategic plans; coordinated federal, state, and district funding submissions and led annual Summer Institutes — flagship professional development convenings translating ISA's evidence-based model into school-level practice.

American Express Company *New York, NY | 1998–2013*

Vice President, Business Development — Global Hotels & Car Rental 2010–2013

Chief of Staff — Office of the President, Global Merchant Services 2007–2010

Director, Partnership Development 2004–2007

Director / Manager, Field Marketing — Merchant Acquisition & New Industry Development 1998–2004

- Directed global partnerships for the \$16B Hotel & Car Rental portfolio, securing \$45B in revenue commitments through data-driven negotiation — leveraging American Express's closed-loop data system to identify card member behavior, build lookalike audiences, and deliver documented 5:1 ROI on co-marketing investments.
- Served as Chief of Staff to the President of Global Merchant Services, a \$1B net income business; supported C-suite decision-making across HR, Finance, Legal, and Corporate Affairs; designed and facilitated global town halls (1,500+ attendees) and executive leadership offsites.
- Built and maintained strategic alignment across global partner teams in international markets — developing in-market convening strategies to surface misalignment before it affected portfolio performance, recognizing that cultural silence is not organizational agreement.

BOARD & CIVIC LEADERSHIP

Sisulu-Walker Charter School of Harlem *Board Director — Academic Committee Co-Chair 2013–Present*

New York State's first charter school, serving K–6 students in Harlem with a mission grounded in academic excellence, educational access, and community impact. Leads governance priorities in academic performance and student outcomes; directs school positioning and marketing strategy; secured Spectrum Reach Pay It Forward media grant delivering \$15K in targeted NYC advertising.

UNC Chapel Hill, College of Arts & Sciences Foundation *Board Director — Communications & Development*

Committee 2021–Present

Foundation supporting UNC's largest academic unit, advancing faculty excellence, alumni engagement, and institutional stewardship. Provides strategic counsel on donor-facing marketing and cultivation; authored 2026 Holiday Giving Campaign that outperformed prior full campaigns within 30 days.

The Links, Incorporated — Metro Manhattan Chapter *Co-Chair, Strategic Planning & Services to Youth 2013–Present*

International service organization of professional women advancing education, health, and civic engagement. Delivered five-year strategic plan (2021–2025); co-led monthly enrichment program for underserved high school males — 95% of participants matriculated to college.

New York Women's Foundation *Grants Advisory Committee Team Leader 2012–2013*

Grantmaking organization investing in economic security and justice for women and girls in New York. Led cross-functional review teams evaluating grant proposals aligned to equity and economic mobility priorities.

Endurance Fundraising *Five-time triathlete and marathoner 2005–2011*

Raised \$10K+ for the Leukemia & Lymphoma Society and American Lung Association through competitive endurance events.