

RITA R. HANES

New York, NY
rrhanes@gmail.com

[917.331.0568](tel:917.331.0568)
[linkedin.com/in/rita-hanes-9450371](https://www.linkedin.com/in/rita-hanes-9450371)

STRATEGIC GROWTH & PURPOSE-DRIVEN LEADER

Driving enterprise discipline, cross-sector partnerships and mission-aligned growth through data-driven strategy, operating rigor, storytelling, and inclusive leadership. Known for aligning people, purpose, and performance to simplify complexity, build scalable programs, and deliver measurable social outcomes and organizational impact.

CORE COMPETENCIES

Enterprise Strategy, Governance & Partnerships	Enterprise Planning, Strategic Partnerships, Cross-sector Collaboration
Brand, Narrative & Stakeholder Engagement	Brand Strategy, Executive Communications, Stakeholder Management
Leadership & Execution	Operational Excellence, Cross-Functional Leadership

PROFESSIONAL EXPERIENCE

CHARTER COMMUNICATIONS – SPECTRUM REACH & SPECTRUM ENTERPRISE, New York, NY **2018 – 2025**

SENIOR DIRECTOR, BRAND & INTEGRATED MARKETING, SPECTRUM REACH (2021-2025)

Drove integrated brand marketing and communications for Charter's \$1B advertising business, elevating Spectrum Reach's position as a data-driven, multiscreen media solutions leader. Led 12-person team across partnerships, communications, thought leadership, brand strategy, campaigns, and go-to-market strategy.

Enterprise Partnerships & Social Impact Strategy

- Directed enterprise social impact strategy for **Pay It Forward**, Spectrum Reach's national community investment initiative, delivering \$50M+ in free advertising to underserved small businesses; conceived and led a first-of-its-kind strategic partnership with Horizon Media and built a national engagement ecosystem, spanning immersive programming, digital platforms, scaled partnerships & on-demand programming, reaching 2K+ program alumni nationwide.
- Advanced and governed 15+ industry partnerships (including Horizon, Amazon, LinkedIn) establishing operating rhythms, decision rights, and stakeholder alignment; integrating high visibility industry convenings and thought leadership platforms (tentpole activations, case studies, whitepapers) that strengthened credibility, engagement, and pipeline.
- Built & led the redesign of enterprise communications and engagement function delivering 65+ annual thought-leadership initiatives with clear operating priorities, execution discipline, and measurable outcomes across platforms.

Brand Positioning & Messaging

- Directed development, launch, and refresh of value proposition—Built for What's Now and What's Next—anchoring the brand as a leading data-driven multiscreen media provider.
- Developed Umbrella Messaging Framework, refreshed annually ensuring alignment of SR teams. Product messaging guide also developed and delivered, driving consistency across marketing/sales/product.

Brand Campaigns

- Led collaboration with in-house agency + omnichannel teams to deliver fully integrated brand campaigns that sharpened brand differentiation and clarified Spectrum Reach's value in a crowded media landscape.
 - 2025: New creative and messaging refresh drove continued growth—sessions up 11%, inquiries up 15% MoM, and direct traffic 2.3x higher than 2024.

Website Redesign & Relaunch

- Led collaboration with KNOWN consultancy and IT development team to redesign + relaunch SpectrumReach.com (2023), delivering on time and within budget. The updated site introduced a more intuitive, brand-elevating user experience with improved navigation, clearer content pathways, and a more seamless, customer-centered experience.

Go-to-Market Strategy

- Directed GTM strategy and implementation across high-growth verticals—auto, healthcare, pharma, and political—aligning enterprise priorities, operating plans, and stakeholder execution across brand, product, and sales.
- Developed and activated sponsorships, webinars, podcasts, and paid media activations (ANA, AMA, SHSMD, NCTC, Pharma East), generating 3M+ impressions and 2K+ new prospects over 1 year.

SENIOR DIRECTOR, COMMERCIAL FIELD MARKETING – SPECTRUM ENTERPRISE (2018-2021)

Led National and Local field marketing strategy for Charter Communications' \$2.5B connectivity business serving large-market clients. Directed programs that elevated brand visibility, accelerated pipeline growth, and strengthened client engagement across key verticals and industries.

- Managed \$18M budget; anchoring \$14M in strategic account value through client engagement initiatives. Negotiated sponsorships and partnerships with top-tier sports, hospitality, and venue brands, optimizing ROI and enhancing visibility.
- Reorganized and led a 30-member national Field Marketing team, delivering 500+ annual programs deepening client relationships and driving market presence. Designed and produced annual Employee recognition events (300+ attendees).

EDUCATIONAL TESTING SERVICE, (ETS) Carle Place, NY

2014 - 2018

Chief of Staff, Institute for Student Achievement (ISA)

Served as Chief of Staff to the President of the ISA, an ETS division recognized by the U.S. Department of Education as an evidence-based Whole School Reform model improving secondary education and outcomes for underserved students. Directed strategic planning, operations, and executive communications to advance ISA's mission and strengthen organizational efficiency and alignment across strategy, governance, and execution.

- Strategic Planning: Partnered with ETS Research and Teachers College, Columbia University to develop multi-year strategic plans that informed program design and long-term impact.
- Government Funding Coordination: Managed timelines, stakeholder alignment, and internal operations behind ISA's federal, state, and district-level funding submissions.
- National Convenings: Led the operational execution of ISA's annual Summer Institutes — flagship professional development convenings that brought school leaders and educators from across the national network together to translate 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

Chief of Staff – Office of the President, Global Merchant Services

Director – Partnership Development

Director / Manager – Field Marketing- Merchant Acquisition

- **Directed global partnerships and business development** for the \$16B Hotel & Car Rental portfolio, securing \$45B in revenue commitments and improved margin contribution through data-driven negotiation and integrated marketing.
- **Delivered a 5:1 ROI** on global co-marketing investments through digital campaigns, analytics-driven portfolio optimization, and reinvestment strategies strengthening merchant services profitability.
- **Served as Chief of Staff to the President of Global Merchant Services**, supporting enterprise planning, operating cadence, executive decision-making, and cross-functional coordination across HR, Finance, Legal, and Corporate Affairs.
- **Designed & led high-visibility employee and stakeholder convenings**, including global town halls (1,500+ attendees), executive offsites, and enterprise-wide volunteer and community engagement initiatives (600+ participants), strengthening culture, engagement, and organizational cohesion.
- **Served as Brand Ambassador**, representing American Express in high-visibility external relations roles and cultivating relationships across industry associations, academic institutions, and nonprofit partners, including Lodging & Hospitality (AHLA, ARDA, HSMIAI), Recruiting & Talent (Georgetown McDonough School of Business, Black MBA Association), and community organizations (Arthur Ashe Institute for Urban Health, National Urban League, Dress for Success, PENCIL).

EDUCATION

Master of Business Administration (MBA), Georgetown University, McDonough School of Business, Washington, DC

Bachelor of Arts (BA), Industrial Relations & Economics, University of North Carolina at Chapel Hill, Chapel Hill, NC

ADDENDUM

BOARD & COMMUNITY LEADERSHIP

Board director and trusted advisor advancing education, equity, and community well-being through strategic governance, cross-sector partnerships, and mission-driven leadership.

BOARD DIRECTOR, SISULU-WALKER CHARTER SCHOOL OF HARLEM

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 outcomes, and community impact.

- **Academic committee Co-Chair**, guiding governance priorities in academic performance, student outcomes, and institutional excellence.
- **Marketing & Brand Oversight**, leading school positioning and messaging strategy; authored website redesign briefs, overseeing selection of the school's first Marketing & Enrollment Director (2026).
- **Partnership-driven Programs & Resource Expansion** including:
 - Colgate Bright Smiles × The Links Inc: 85% of students screened and 5% referred for follow-up care.
 - Spectrum Reach Pay It Forward-Media Grant: Secured :30 commercial and \$15K in media buys across targeted NYC demographics to drive awareness and inquiries.

BOARD DIRECTOR, UNC - CHAPEL HILL COLLEGE OF ARTS & SCIENCES FOUNDATION

2021 – Present

Foundation supporting the University of North Carolina's largest academic unit, advancing faculty excellence, alumni engagement, and institutional stewardship.

Communications & Development Committee, strengthening alumni leadership engagement, and philanthropic continuity.

- Provide ongoing **strategic counsel on donor-facing marketing presentations and pitches** supporting high-net-worth cultivation and stewardship efforts.
- **Featured Board Leader** in the 2026 Arts & Sciences Holiday Giving Campaign; authored donor solicitation that outperformed prior full holiday campaigns within the first 30 days.
- Authored **recognition communications for new and newly promoted faculty and administrators**, reinforcing institutional culture and academic excellence.

CO-CHAIR, STRATEGIC PLANNING COMMITTEES, SERVICES TO YOUTH & MEMBERSHIP

THE LINKS INCORPORATED-METRO MANHATTAN CHAPTER

2013 – Present

International service organization of professional women advancing education, health, and civic engagement; the Metro Manhattan Chapter brings this mission to life through focused service in Harlem.

- **Strategic Planning Committee Co-Chair**, delivered a five-year strategic plan (2021–2025) aligned to national priorities and local community impact.
- **Services to Youth Co-Chair**, led monthly enrichment program for four years within a long-running chapter initiative, serving annual cohorts of 25 underserved high school males and advancing leadership development, exposure, and academic support; 95% matriculated to college.
- **Membership & Engagement Leadership**, lead chapter-wide engagement initiatives and onboarding programming, strengthening retention, participation, and leadership pipeline. 2026 Strategic retreat planning underway.

TEAM LEADER, GRANTS ADVISORY COMMITTEE - NEW YORK WOMEN'S FOUNDATION

2012 - 2013

- Led cross-functional review teams evaluating grant proposals and funding recommendations aligned to equity, economic mobility, and community impact priorities.

ENDURANCE FUNDRAISING & COMMUNITY GIVING

2005 - 2011

- **5× Triathlete | Marathoner**, raised \$10k+ funds for **Leukemia & Lymphoma Society** and **American Lung Association**, supporting health research, advocacy, and patient services.