

Rhonda Lucas

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BUSINESS STRATEGY INNOVATOR

May 18, 2009

Fred Kaplan, EVP, Strategic Implementations
Kaine & Rowlings, Inc.
99 Smith Street, Suite 301
St. Louis, MO 63110

Dear Mr. Kaplan:

Developing the strategic roadmaps that help businesses define their market differentiators, optimize brand reach, and maximize customer acquisition and retention is my expertise and my passion. My strengths in e-business transformation, brand unification, new market penetration, and product innovation have been leveraged across multiple industries including consumer goods, technology, telecommunications, financial services, and advertising and span Fortune 50s, start-ups, and consulting practices. My accomplishments include:

E-Business Reengineering

- For MasterCard, accelerated online credit card applications by 60% in one year by repositioning the way the card product was marketed online, optimizing the user experience, and targeting an untapped segment of customers.
- For Kraft Foods, created the blueprint for an enterprise-wide initiative to align disparate lines of business within a more unified user experience to improve site usability and consistency of brand messaging.

Innovation

- For M&R Tech, a boutique software firm, redefined the value proposition and brand reach for the world's first proprietary software and 3D visualization technology used to create on-demand, made to measure apparel to target new and non-traditional markets.

Strategic Business Roadmapping

- For BPD Consulting, simplified complexities of sophisticated project processes for multi-tiered implementation plans to deliver on business goals, unify branding initiatives, and ensure a superlative customer experience.

Excited by the prospect of an opportunity with your company and impressed by the strength of your brand, I would welcome the chance to meet with you to discuss your company's business needs and my qualifications in more detail. I am confident that I can deliver results similar to those described above for your organization and look forward to a personal interview.

Sincerely,

Rhonda Lucas

Ronda Lucas

Attachment

"Rhonda is an exceptional strategist I truly admire. She drives strategic visions, influences team members, and achieves success with strong leadership and project management skills. She has in-depth knowledge of web analytic tools, their strengths and limitations, and gleans insights to improve customer experience out of complex web user behavior data. She constantly comes up with actionable solutions and brings them to completion."

Colleague, MasterCard

"Diligent, motivated, knowledgeable, and a great deal of pleasure to work with. We work well together and she seems to always be considering the needs of the project from various viewpoints, something I find rare in this industry."

Colleague, MasterCard

"Rhonda quickly assesses what is needed for the business, contributes new insights, and brings everyone to the table, eliciting the best from each team member. She develops effective plans to reduce costs and increase business results."

Manager, Kraft Foods

This client wanted to quickly communicate her ability to marry her technical and process expertise with her passion for innovation and her uncanny ability to understand what consumers want. This was accomplished by creating themed category headings that focused on strategy, innovation, and process redesign and using testimonials to support these competencies.