

Mollye Rhea

Mollye Rhea has over 20 years of experience in conceptualizing, developing Mollye Rhea and spearheading programs for cause and partnership marketing to benefit non-profits and corporations at both national and local levels.

Mollye spent eight years with the Arthritis Foundation national headquarters, and in her role as Group Vice President of Strategic Marketing Alliances she led the organization through a paradigm shift toward greater integration and seamless delivery of key nationwide initiatives, and secured funding through the development and delivery of cause-marketing programs.

Her broad professional experience also includes time with advertising industry giants McCann-Ericson and Young and Rubicam as well as a leadership role with InterContinental Hotels Group, where she had responsibility for marketing strategy for Holiday Inn hotels.

Mollye is active with the American Marketing Association, and she has launched a Non Profit Special Interest Group for the Atlanta chapter of the AMA. Mollye has also served on the Steering Committee for the Buckhead Business Association's Leadership Development Program and is a graduate of that association's Leadership Development Class of 2001. She is a regular guest speaker at industry and association conferences on the topic of cause marketing including the Cause Marketing Forum, the Georgia Center for Non Profits, IEG International Event Group, the Southeastern Council of Foundations and more.

