

# Henrietta Pepper

**\*Leader \*Strategist \*Communicator \*Professor \*Entrepreneur**

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## Profile

- 30+ years of proven work experience managing major strategic initiatives for multiple vertical market businesses and organizations
  - Highly engaged in local, regional, and national business, as well as non-profit entities, serving in leadership positions and community engagement roles.
  - Relationship-builder—with both internal stakeholders and external audiences
  - Solid communication, teaching, and training skills
  - Entrepreneurial spirit coupled with strong work ethic
  - Results-oriented, problem-solver mode of operation
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## Work Experience

**August 2021-  
Present**

### **University of Louisville, College of Business Instructor**

Currently teaching undergraduate and graduate level courses, specifically in the areas of branding, advertising, integrated communications, and marketing strategy, including the MKT 460 *Integrative Marketing Strategy* capstone course.

While working as an Adjunct Professor (2018-August 2021), I developed course descriptions and content curriculum for one *new* MBA course and three *new* electives:

- *Advanced Brand Management* (MBA 680)
- *The Business of Advertising* (MKT 490)
- *Building Powerful Brand* (MKT 490)
- *Integrated Marketing Communications* (MKT 490)

Nominated as a COB Faculty Favorite for 2019/2020.

### **GCJ Consultants, LLC, Louisville, KY Founder & Chief Strategist**

Focus on business strategy development and implementation for B2B and B2C corporations, as well as Non-profit organizations.

### ***Out of the Gate: What inspires us drives us forward.* Author & Speaker**

A compilation of non-fiction short stories focused on faith, family, and friends; *Out of the Gate* book became a *Best Seller* on Amazon in 2020. The community building platform and content ties to “leadership-related topics” provides for public and private sector speaking engagement opportunities.

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2005-2018

**the pepper group, Ltd., Louisville, KY**  
**Founder & President**

Oversaw development and implementation of business and marketing strategy for small and medium enterprises (SMEs), as well as decentralized marketing units/divisions within larger corporations.

- Business model afforded opportunities to collaborate with industry experts positioned to best contribute to resolving clients' business, challenges. Strategic alliances included advertising agencies, public relations specialists, fund development strategists, creative services providers, and market research professionals.
- **the pepper group** was results-driven and equally successful when applied to business-to-business and consumer-focused entities.
- Diverse client roster included business-to-business, direct to consumer and non-profit clients.
- Worked as an independent contractor for one year in brand strategy and strategic planning role after selling firm in March 2018.

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1998-2005 **Doe Anderson, Louisville, KY**

**Executive Vice President, Director of Client Services — 2003-2005**  
**Senior Vice President, Director of Account Services — 2000-2003**

Managed agency Client Services groups: Digital, Direct/Database Management, Public Relations. Management Supervisor on top tier accounts. Served on Operating Committee and New Business Development Group.

**Vice President, Account Supervisor — 1998-2000**  
**Valvoline Instant Oil Change (VIOC)**

Managed all facets of account including developing integrated account team structure to service corporate/franchise client base. Supervised database driven direct marketing program. Responsible for soliciting and managing strategic partners. Appointed to VIOC Leadership Team to launch internal "Vision & Values".

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1985-1998 **Price Weber Marketing Communications, Inc., Louisville, KY**  
**Account Supervisor — 1989-1998**

Managed two account groups. Responsible for new business development; specifically, development of agency's annual New Business Plan. Supervised Maybelline account to become agency's third largest client.

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## **Education & Management Training**

University of Kentucky-University of Louisville, Executive MBA (2019)

Harvard Business School, Executive Management Program (2003)

Bachelor of Business Administration (1985)  
University of Kentucky

Bachelor of Arts – Advertising (1985)  
University of Kentucky

Leadership Louisville Class of 2008  
Focus Louisville Class of 2004  
University of Louisville Senior Leadership Training  
AAF National Meetings/Management Workshop

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## **Governance & Leadership**

St. Jude Children’s Research Hospital, Central Region, Sponsorship  
Committee (2019-Present)

Families for Effective Autism Treatment (FEAT), Board of Directors  
(2004-Present)

NAWBO National, President’s Assembly Steering Committee (2017-2019)

NAWBO Kentucky Foundation, President (2016-2019)

NAWBO Kentucky Chapter, Board of Directors (2016-2019)

American Advertising Federation of Louisville, Board of Directors. (1998-  
2007) & (2011-2018)

Greater Louisville Inc. (GLI) –Small & Independent Business Committee  
(2009-2016)

University of Louisville Family Business Center Member (2010-2015)

Parkinson’s Support Center of Kentucky, Board of Directors (2004-2011)

Bridgehaven Mental Services, Board of Directors (2001-2004)

Ronald McDonald House, Public Relations Committee (2001)

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## **Awards/Recognition**

American Advertising Federation of Louisville Betty Stoner Award (2008)

American Advertising Federation of Louisville-Silver Medal Award (2009)

GLI Inc.Credible Award – Women Owned Business (2009)

GLI High Impact Company (2010)

NAWBO Woman Business Owner of the Year (EPIC) Finalist (2009, 2013)

Women Business Enterprise Certification (2009-2018)