

Rebecca Maddox M.B.A., C.P.A., is a Founding Principal, President and CEO of Maddox Smye LLC, an international specialty sales consulting firm. Ms. Maddox is a much sought after business advisor, helping Fortune 1000 companies increase market share and profitability by improving their ability to sell effectively to women.



Ms. Maddox authored the best-selling *Inc. Your Dreams*, published by Viking Penguin in the US, Canada and Israel. She and Dr. Marti Smye, renowned Organizational Behaviorist and also a Founding Principal of

Maddox Smye, LLC, have jointly authored several books in a 21-book industry-based series including *How to Get RICH Selling Banking and Brokerage Services to Women!* and *How to Get RICH Selling Insurance and Annuities to Women!* released in 2005. The latest addition to the series, *How to Get RICH Selling Cars and Trucks to Women!* was released in March 2006. The book series supports a 12-week Skills Development Program of the same name.

Ms. Maddox is in constant demand as a speaker for major media outlets including CNBC, CNN, *The Wall Street Journal*, *The New York Times*, and *Business Week*. A long time member of The National Speaker's Association, she appears regularly at national industry conferences and delivers frequent keynote addresses to multi-national firms.

Ms. Maddox career has established her as a highly visible role model in today's complex business environment. Prior to dedicating herself to consulting, Ms. Maddox had a successful 20-year career in Corporate America holding executive management positions that include CEO of **Capital Rose, Inc.**, Senior Vice President, Marketing, **Capital Holding**, and Senior Vice President, Marketing, **Citicorp**. She began her career with **Arthur Andersen & Co.** in New York City in 1976.

Ms. Maddox serves on the **Board of Directors of Kenexa®** (NASDAQ: KNXA), a leading provider of talent management solutions. She has also served on the **Board of Directors of Right Management Consultants, Inc.** (NYSE Symbol: RHT) premier career and human resource management consulting company, five year member of Forbes "List of 200 Best Managed Small Companies". Ms. Maddox is a member of the Compensation Committee, the Nominating and Governance Committee and is the Chair

of the Audit Committee. Ms. Maddox also served for six years on the Regional Advisory Board of PNC Banks, N.A. (New York Stock Exchange Symbol: PNC). She was also selected as a judge for the Ernest & Young's renowned Entrepreneur of the Year Award for three consecutive years.

Ms. Maddox has an MBA in Marketing and Finance from **Columbia University** and a B.S. in business administration from **Pennsylvania State University**. She achieved her Certified Public Accountant status in New York State in 1978.

About Maddox Smye

Maddox Smye is an international consulting firm that specializes in helping leading edge companies close more sales by building enduring relationships with women. Core services include: the 12-week "How to Get RICH Selling to Women" Skills Development Program, advisory services, keynotes and presentations, and publications.

Representative Maddox Smye clients include: General Motors, Daimler-Chrysler, CIGNA, AT&T, JPMorgan Chase, The Guardian Life Insurance Company, WBEB 101.1 FM, Strong Capital, Merrill Lynch, Meridian Venture Partners, Sunny 95 WSNY FM, Equitable, Deloitte & Touche, Mitsubishi Motors and Nissan.

Representative media coverage, interviews and guest appearances for Rebecca Maddox include: CNBC, The New York Times, Business Week, Lear's, The Wall Street Journal, Moneyworth, The Star Ledger, Money, Inc., Nations Business, D&B Reports, The Philadelphia Inquirer, The Wellesley Entrepreneur, Kiplinger's Personal Finance Magazine, Franchise Buyer, Women's Lawyers Journal, The Baltimore Sun, Succeed in Business, Bloomberg Forum, CNN, Q2 Network, Bloomberg Small Business with Jane Applegate, National Public Radio, Dennis Wholey Show on PBS, among others.

Representative keynote addresses/speaking engagements for Rebecca Maddox include: American Management Association, Professional Women's Forum, Bryn Mawr College, Babson College, League of Women's Voters, Dingman Center for Entrepreneurship, University of Pennsylvania, Princeton Alumni, Harvard Club, The International Association of Business Owners, General Motors, International Franchise Association, LIMRA International, Bell Atlantic, Strong Capital, Ernst & Young, The Equitable, AT&T, Deloitte & Touche Partner's meeting, PNC Bank, among others.