

**Rhonda M. Smith , MBA, BS**

Public Representative



**Rhonda M. Smith** is a twelve-year breast cancer survivor and the Founder of Breast Cancer Partner, a for-profit consulting organization with expertise in breast health education and breast cancer disparities, survivorship, and advocacy. She also has experience in developing and implementing community outreach, health promotion, and health behavior change strategies. Rhonda currently serves as the Executive Director for Life Serve Youth Foundation. She previously served as the Interim Executive Director for Integrative Medicine for the Underserved (IM4US). Prior to this role, she served as the IM4US Board President-elect. For the three years prior, Rhonda was the Project Director for the LiveHealthy OC Initiative, a three-year initiative that aims to transform the model of care of a network of FQHCs from a disease-focused treatment model to prevention and wellness model, providing more whole person care.

Prior to taking on the Interim Executive Director role, Rhonda was the Project Director for the LiveHealthy OC Initiative, a three-year initiative that aims to transform the model of care from disease-focused to prevention and wellness. Before the LiveHealthy OC Initiative, Rhonda served as the Consultant/Statewide Project Manager for the Susan G. Komen® Circle of Promise California Initiative, an intensive two-year effort to identify evidence-based strategies to decrease the high mortality rate of African American women diagnosed with breast cancer, and address disparities at the system, community, and individual levels.

Rhonda has also consulted on an NIH/NCI funded breast cancer survivorship research study at the Sylvester Comprehensive Cancer Center in Miami targeting the diverse population of Black women in the South Florida community. The study focused on evaluating the impact of stress management and wellness education on survivors who were within twelve months of competing treatment. Her responsibilities included marketing, PR, community outreach and recruitment, and facilitating the study's ten-week health and wellness education program to the control group cohorts.

Prior to her breast cancer diagnosis, Rhonda enjoyed a career that expanded more than 15 years of experience in sales, marketing, learning and development consulting, and business management, with companies such as Eli Lilly and DuPont. Rhonda has broad international consulting experience and has managed client engagements and projects on 5 continents and in more than 20 countries. Rhonda's international consulting experience includes developing and implementing initiatives for companies such as GE, Office Depot, Johnson & Johnson, Bristol Myers Squibb, Glaxo SmithKline, Abbott Laboratories, Novartis, Rolls Royce, and Xerox Corp.

Rhonda appeared in the October 2010 issue of More Magazine as a first runner-up in the magazine's essay contest on "Why this is the Most Fabulous Time in My Life". She wrote an essay on her breast cancer journey and how she has emerged from that experience with a new identity and sense of purpose. Rhonda was also chosen to participate on the 2012 Merz Aesthetics' expert Advisory Panel for their "Stand and Deliver Campaign", a national initiative that recognizes women who stand up for a cause they believe in and have an impact in their community. Rhonda was also profiled and recognized as a woman who stands and delivers on the More Magazine Reinvention TV Show in November 2011.

Rhonda earned her MBA in Marketing and Operations Management from the Colgate Darden School of Business at the University of Virginia and her B.S. Degree in Civil Engineering from Virginia Tech. Rhonda served the Mission Integration Chair for the American Cancer Society 2012 Making Strides Against Breast Cancer Walk and a member of the Baptist Health South Florida Breast Center's Patient and Family Advisory Council. Rhonda is a Leadership Charlotte alumnus, Past-Chair of the Board of The Women's Fund of Miami-Dade, and a past CEO Forum member of The Commonwealth Institute South Florida. Rhonda served on the 2007 NFL Super Bowl Special Events Committee, and in 2006 was named one of South Florida's "25 Most Prominent and Influential African-American Women" by Success South Florida Magazine.