

Rashaad Lambert

Executive Leadership in Marketing Communications and Partnerships

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Executive Profile

Marketing, communications and partnerships executive with more than 20 years of experience building brands, communities and founder-led businesses. Former Forbes Senior Executive Vice President and independent founder of For(bes) The Culture. Leads CultureMakers and The Black Excellence Society, with work spanning media, technology, consumer brands, live experiences and philanthropy. Combines cultural insight with operating discipline to develop partnerships, shape executive narratives and carry programs from strategy through delivery.

Leadership Strengths

Brand and growth strategy • Strategic partnerships and sponsorship • Executive communications • Community and membership development • Experiential marketing and event production • Fundraising and social impact • Go-to-market planning • Cross-functional leadership • Budget and vendor management • Process improvement and quality assurance

Executive and Community Leadership

Forbes

Senior Executive Vice President, previously Senior Vice President | Jan 2020 to Mar 2023

- Led brand, community and partnership initiatives across the Forbes organization, connecting cultural relevance and executive visibility with commercial opportunities.
- Helped generate more than \$50 million in sponsorship and strategic partnership revenue, working across enterprise relationships, community programming and major brand initiatives.
- Developed account-based partnership strategies that connected enterprise objectives with sponsorship opportunities and community programs.
- Directed executive communications, thought leadership and brand storytelling; developed narratives for senior leaders and business and culture audiences.
- Coordinated editorial, sales, marketing, events, legal and product teams to align partner commitments, content and program execution.

For(bes) The Culture

Founder and Executive Director | Oct 2017 to Mar 2023

- Founded the community independently in 2017 and later partnered with Forbes, building a platform for Black and Brown professionals, entrepreneurs and leaders.
- Grew the community to more than 10,000 leaders and developed more than 50 summits and activations focused on connection, opportunity and leadership.
- Established the vision, brand, partnerships, membership operations and programming, linking editorial storytelling with live experiences and professional development.

Founder Ventures and Advisory Work

CultureMakers

Founder and Principal | Jan 2017 to Present

- Lead a strategy, marketing, communications and partnerships practice serving consumer brands, media organizations, civic institutions and founder-led ventures.
- Translate business and community goals into positioning, integrated campaigns, sponsorship strategies, creative partnerships and live experiences across digital, social, public relations and events.
- Manage briefs, budgets, contractors, vendors and partner commitments from concept through execution, balancing creative direction with delivery discipline.
- Build programs around cultural voices and communities, bringing content, talent, brand partners and live audiences together in formats that support participation and business development.

The Black Excellence Society

Founder and Executive Director | Mar 2023 to Present

- Lead a global community of more than 50,000 Black and Brown professionals, connecting members through leadership, business relationships, content and shared experiences.
- Develop sponsorship, membership and institutional partnership strategies that support programming, professional access and economic opportunity.
- Oversee positioning, stakeholder communications, community programming and operating systems across staff, contractors and external partners.

STÜFF

Product Development and Brand Strategy

- Develop a household inventory and shopping platform with features for purchase history, barcode scanning, label information and AI-assisted support.
- Guide product positioning, feature priorities and tester communications through an active beta development process, connecting practical consumer needs with product experience.

nicethings Beverages

Co-founder

- Build a culture-led adult beverage brand with Chill Moody, connecting brand storytelling, community relationships, partnerships and experiential marketing.
- Support the growth of nicethings Tequila Transfusion through brand development and commercial relationship building.

Additional Entrepreneurial Ventures

Founder portfolio includes Cerebellum H2O, a beverage venture, and co-founding Trifecta MMM, a sports and entertainment media, marketing and management business.

Independent Executive Advisory

Marketing, Communications, Partnerships and Growth | Mar 2023 to Present

- Advise founder-led, mission-driven and emerging companies on positioning, executive messaging, revenue partnerships, audience development and go-to-market planning.
- Develop operating systems and reporting practices that connect strategy, stakeholder management and day-to-day execution.

Selected Corporate and Institutional Experience

TD Bank

Strategic Partner of Social Impact | 2018 to 2021

- Developed arts, social impact and community investment initiatives aligned with corporate responsibility and community engagement goals.
- Managed relationships with nonprofits, entrepreneurs, civic agencies and cultural institutions; built partner impact frameworks and reporting for philanthropic investments and public-facing programs.

JetSmarter

Senior Brand Marketing Manager | 2016 to 2018

- Led regional marketing, premium client engagement, exclusive events and promotional partnerships in the Greater Philadelphia market.
- Helped drive more than 100 private jet bookings through targeted outreach and relationship development; used client feedback and campaign analysis to refine engagement.

Uber

Brand Marketing and Ambassador Coordination | 2013 to 2015

- Supported early regional adoption through local partnerships, field marketing and community-facing events, connecting the platform with Philadelphia and the surrounding market.
- Executed more than 50 activations and coordinated 30 brand ambassadors; developed outreach, training and quality assurance practices informed by market feedback.
- Worked with venues, community organizations and civic stakeholders to build trust and explain the service in a changing transportation environment.

World Meeting of Families and the US Papal Visit

Director of Digital Media | 2014 to 2015

- Directed social media strategy, digital content distribution and real-time coverage for the Philadelphia gathering and US Papal Visit.
- Coordinated digital communications with city, federal and Vatican stakeholders; organized round-the-clock multilingual social coverage for a global audience.

Independence Blue Cross | 2004 to 2012

Corporate Compliance Officer, Medicare Sales and Marketing

- Led compliance and quality assurance work for Medicare sales and marketing, including audits, assessments, training and process improvement.
- Reported findings to senior leadership and strengthened documentation, risk management and operational standards across field teams.

Independence Blue Cross

Quality Assurance Coordinator, Medicare Sales and Marketing

- Managed quality reviews, reporting and training processes supporting customer service and regulatory compliance.
- Established documentation and quality standards that helped teams identify issues, improve consistency and prepare for review.

Entrepreneurial Foundations and Social Impact

Sporty Marketing Group

Founder and Principal | Founded 2009

- Expanded the earlier iSpit business into a marketing agency using Lean Six Sigma methodology to reduce defects in marketing plans and waste in marketing budgets. Work spanned sponsorship, experiential marketing, digital publishing and business development; the practice evolved into CultureMakers in January 2017.

iSpit Marketing and Independent Media

Founder | 2005 to 2015

- Founded iSpit Marketing to help artists and local businesses move from analog promotion into digital engagement. Built IAmNotARapperiSpit.com, Podcast Wednesdays and iRadio: On Demand, curating and producing five shows for the podcast network launched in 2013.

Lambert Legacy Charities

Founder | 2010 to Present

- Founded a nonprofit focused on education, mentorship and community support through experiential philanthropy, including the Annual Philadelphia Inter-Communal Giveback.
- Supported more than 50,000 people through community initiatives, with programs spanning financial literacy, scholarships, mentoring and volunteer-led service.
- Advance the Rahmeer Legacy Project through literacy, libraries, chess and scholarships, connecting remembrance with practical opportunities for young people.

Board Service

Board of Trustees, Academy of Natural Sciences of Drexel University. Contributions span institutional visibility, audience engagement and strategic growth.

Selected Programs and Creative Work

Art of Expression during Art Basel Miami Beach, a TD-sponsored photography, conversation and music program; Forbes Under 30 activations in Philadelphia; Origin film screenings and discussions with Black Excellence Society Jr.; the WYLL video series; Journeys to Wealth travel storytelling; and speaking on entrepreneurship, community and cultural strategy.

Partnership and campaign experience spans consumer, financial services, technology, hospitality and aviation, including Nike, adidas, LVMH, Marriott, Meta, TD Bank and Philadelphia International Airport relationships.

Selected Recognition

President's Lifetime Achievement Award, 2023 • Black Enterprise 40 Under 40, 2022 • AL DÍA 40 Under Forty, 2022 • MIPAD recognition • Spirit of Detroit Award • Radio One Hometown Champions winner / NAACP Image Award, 2016 • Pennsylvania House of Representatives recognition for entrepreneurial excellence, 2015

Education and Professional Development

Temple University | Audited coursework in Business Administration and Management

Art Institute of Philadelphia | Digital Media Production

Community College of Philadelphia | Computer Information Systems

DiverseForce On Boards with Penn ImpactED | Cohort 6 graduate, 2021; board leadership and governance

Lean Six Sigma Master Black Belt

Languages | English; limited working proficiency in Arabic, Spanish and French