

*Consultant Biography*

## MARK S. LEE

Mark Lee serves as Executive Vice President in the firm's Detroit office.

Mr. Lee held senior-level positions at various consumer marketing and financial organizations including Senior Vice President, Marketing and Corporate Communications, for ABN AMRO Mortgage Group (AAMG). With more than 24 years of experience at various blue-chip organizations including Pillsbury and PepsiCo, Mr. Lee has been recognized locally and nationally for his involvement in the development and implementation of various marketing strategies. He has been invited to speak on various issues related to marketing—from multicultural marketing to attracting young adults to re-branding products and organizations.

Mr. Lee has led key initiatives in the areas of strategy planning, marketing planning and development, branding (including brand positioning and implementation), marketing communications, database marketing and multicultural marketing. He has managed various organizations and initiatives throughout his career.

Mr. Lee received a Bachelor of Business Administration degree in General Business from Eastern Michigan University, where he was actively involved in various campus activities (president of the Student Body, Varsity track, and member of Alpha Phi Alpha Fraternity, Inc.). After receiving his bachelor's degree, he attended graduate school at the Kellogg Graduate School of Management at Northwestern University where he received his Master of Management degree, with a major in Marketing and a minor in Human Resources Management. He attended Kellogg as part of the Johnson & Johnson Fellowship program—an effort focused on providing full-ride scholarships to minority students based on leadership skills. In fact, in 1982, Mr. Lee was one of 15 recipients to receive this prestigious award. He was selected from a field of over 3000 applicants.

Mr. Lee is actively involved in the community speaking to youth in the Detroit area relating to the importance of attaining and maintaining an education and its importance in not only Corporate America, but in life. He is also involved with his church (Outer Drive Faith Lutheran Church in Detroit), Alpha Phi Alpha Fraternity, Inc. and various local Boards—including Detroit-based Operation Able, the President's Advisory Council for Walsh College and Advisory Board for the Integrated Marketing Communications for the College of Business at Eastern Michigan University—and was recently recognized in the inaugural edition of "Who's Who in Black Detroit".



### Mark S. Lee

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