



## **RICHELLE D. PAYNE, CCP**

President Emeritus  
**National Black Public Relations Society, Inc.**

Managing Partner & Senior Consultant  
HURST & LEIGH COMMUNICATIONS GROUP  
*Business Transformation through Brand Strategy*

### **BOARD EXPERIENCE**

#### **Laurel House**

Capital Campaign Committee

#### **Dress for Success Dallas**

Founding Director

#### **Hampton Bay Days**

Strategic Partnerships

**RICHELLE PAYNE** is an award-winning writer with 30 years of experience running or starting PR departments, driving people experience strategy with HR leaders, meeting demand generation targets with marketing executives, producing signature events, and helping sales teams refresh or revamp their lead generation and fundraising strategies. Her background as a journalist, college English instructor, and spokesperson create an exciting mix of expertise crafting messages that inspire people and ignite business results. She brings analytic rigor to helping startups and global enterprises manage business transformation, organizational change, and crises.

Since establishing her firm in 2010, she has counseled presidents, CEOs and division heads on strategies for reaching and engaging diverse, complex audiences at all levels of brand awareness for business success. She is highly recruited for her expertise in translating strategic direction into actionable SOPs, communication and influence goals, aligning project scope with business objectives, managing change, and coaching teams to excellence and achievement. In 2013, she expanded operations across U.S. offices in four states and global teams in the Netherlands, Canada, the UAE, and Cairo.

Her clients include Dondré T. Whitfield of OWN-TV's critically-acclaimed scripted series "Queen Sugar," retired San Diego Chargers Adam Walker, retired San Diego Chargers Terrell Fletcher, retired Philadelphia 76ers John Salmons, retired Philadelphia Eagles Walter Thurmond III, CARDONE Industries, Verizon Enterprise Solutions, T.D. Jakes Enterprises, the Billy Graham Evangelistic Association, megachurch leader and bestselling author Van Moody, Houston's Lakewood Church, and the John S. & James L. Knight Foundation.

Richelle sits on the board of directors for Laurel House, a domestic violence agency in suburban Philadelphia and serves on the advisory committee for the Mainline Chamber of Commerce. She was founding director of Dress for Success Dallas and a graduate of Leadership Frisco.

She graduated with a B.A. in English from Hampton University and the M.A. in Corporate Communication from Duquesne University. She earned the CCP (certified communications professional) designation from the AWC Matrix Foundation.