

RENÉE T. WALKER

Biography



Renée T. Walker is an award-winning brand, marketing and communications executive who honed her expertise through executive positions with multimillion and billion-dollar brands in the private, public and nonprofit sectors. She sharpened her political acumen in executive and communication leadership positions on successful local, state and national candidate campaigns and multimillion and billion-dollar ballot initiatives.

Following nearly three decades of communications and leadership experience, she launched RENEE WALKER & ASSOCIATES (RW&A), a strategy, brand and marketing communications agency in 2012. RW&A works with select companies, organizations, c-level executives, elected officials and advocacy campaigns to accelerate growth and solve complex business, advocacy and communications challenges.

Before establishing RW&A, Renée served as Chief Communications Officer and Associate Vice President of University Communications at Central Michigan University, one of the nation's top 100 largest public universities, and directed a million dollar annual marketing budget. As Manager of Corporate Public Relations for Kelly Services, Inc., Renée directed the global Fortune 500 company's public relations function, protecting the company's brand and developing public relations strategies for its \$3.8 billion sales organization.

And, while serving as an executive assistant to former Detroit Mayor Dennis W. Archer from 1994 through 2001, Renée established the City's first Protocol Office, produced high-profile events, conferences and managed visits from domestic and global dignitaries, including the Detroit Grand Prix, America's Thanksgiving Parade, the United States Conference of Mayor 69th annual meeting and the White House Empowerment Zone Conference. Renée also served as Mayor Archer's designee and key member of the core bid team that secured the 2006 National Football League Super Bowl XL.

Renée has extensive experience as a political and advocacy strategist. She counseled executive management on communications, community outreach and directed proactive and crisis communications strategies for controversial initiatives, fund development campaigns, constituent, media and government relations programs. She also has advised executive and senior management on public policy issues, analyzed state legislation and regulations, and directed legislative and advocacy strategy.

She is the author of "Brand Power for Small Business Entrepreneurs," a Newsweek Expert Forum contributor, a featured contributor to executive industry publications, and a member of the TechTown Detroit Ask the Expert program.

Renée earned a Master of Business Administration in Marketing from Davenport University and a Bachelor of Science in Organizational Administration from Central Michigan University. She is also a graduate of the Goldman Sachs 10,000 Small Businesses program and has been accredited in public relations (APR) by the Public Relations Society of America.