



NANCY KRAMER

Founder and Chief Executive Officer, Resource Interactive



As Founder and CEO of Resource Interactive, Nancy Kramer has built the organization into an award-winning, nationally recognized digital marketing company. An early leader in digital marketing and an honored top small workplace by *The Wall Street Journal*, Resource celebrates its 28th year as a business in 2009. The firm's client base contains some of the world's most respected and recognized brands including Apple, Hewlett-Packard, The Coca-Cola Company and L.L. Bean. The firm also works with several of Ohio's most prominent companies, including Procter & Gamble, Victoria's Secret, Bath & Body Works, Wendy's, Scotts Miracle-Gro and Sherwin-Williams.

Under Nancy's leadership, Resource Interactive has achieved renown as an innovative thought leader in the interactive arena while focusing heavily on the evolving role of the internet-empowered consumer in today's economy. The firm's thought leadership platform includes the publication of two groundbreaking brand marketing books: *The Ten Demandments: Rules to Live by in the Age of the Demanding Customer* (McGraw-Hill, 2002) and *The Open Brand: When Push Comes to Pull in a Web-Made World* (New Riders and AIGA, 2008). Resource Interactive's perspectives have been featured in media outlets such as *CNN*, *CNBC*, *Fortune*, *Fast Company*, *Time*, *Wall Street Journal*, CBS's "The Early Show," *CNBC's* "Closing Bell," and *USA Today*.

An expert in the field of technology marketing, Nancy has guided Resource Interactive through 28 years of trends, shifts and splits in the interactive arena—all while remaining driven by the core values that shape her every decision, in life and business. Creating and sustaining an empowering and values-driven workplace has been one of the guiding principles of the company from its inception in 1981. Resource has been chosen the Best Place to Work in Central Ohio by Business First for two consecutive years—in 2005 as a small business and again as a medium-sized business in 2006. That same year the company was named Best Employer in Ohio by the Ohio Chamber of Commerce. The company has also been recognized as one of the "Top Ten Companies to Work" by *Interactive Week*, and was recently chosen as a 2008 finalist in the *Wall Street Journal's* Top Small Workplaces competition.

Personally, Nancy has won several honors from *Working Woman Magazine*, including The Entrepreneurial Excellence Award, Top Innovative Business Strategy Award, as well as Best Employer Award. She has also been the recipient of the Leadership in Technology Award by Linkage; The State of Ohio Entrepreneur of the Year; The Rosabeth Moss Kanter Excellence in Enterprise Award, the Ernst and Young Entrepreneur of the Year.

Recognized as a leader on workplace issues, Nancy considers an open, collaborative culture where employees feel valued one of her highest priorities. In 2006 Nancy announced the creation of REEF, the Resource Employee Equity Fund, where every employee is a shareholder in each of Resource's publicly traded clients. Featured in *BusinessWeek* and *Inc.*, the fund is yet another example of Nancy's philosophy: the investment made in company associates, collectively and individually, comes back tenfold through commitment, productivity, client service excellence, and fearless innovation.

An Ohio native and 1977 graduate of The Ohio State University, Nancy's passion for and dedication to civic issues is best exemplified by her involvement on the board of directors for such organizations as CompeteColumbus, a member of The Wexner Center Foundation Board of Trustees, as Chair of The Wellington School Board of Trustees and as Chair of the Governor's Workforce Development Policy Advisory Board.