

RITA D. ROBINETTE

CAREER HIGHLIGHTS

Business & Project Management

Established and managed a successful consulting business for 9 years providing business solutions and research services for utilities, government, non-profit organizations, non-profits, and major corporations

Senior consultant and project manager on site/facility location, market research, and real estate research projects for clients such as BellSouth, Pepperidge Farm, MCI, SC Electric and Gas, Herman Miller, SC Ports Authority, and AdvantageWest

Directed all technology and product development efforts for a state-funded regional economic development agency, including planning, defining scopes of work, vendor evaluation and selection, contract negotiations, project management, and preparation of project and department budgets, reports and electronic presentations

Project management of 13 commercial real estate developments; responsible for project feasibility, project initiation and management; conducted formal presentations before company officials, project engineers and community leaders; all projects completed on time and within 5% of projected budget

Managed commercial and industrial real estate portfolio consisting of more than 25 commercial and industrial properties with 650 tenants and revenues of \$250,000 per month for 50+ investors; negotiated 300+ leases and contracts

Coordinated on-going construction projects in 250 shopping centers managed by largest shopping center developer in the world (1975); project coordinator for six in-field managers

Directed renovation, management and leasing of a seven building office complex (Buckhead-Atlanta, GA); leased/re-leased more than 50% of the total space (75,000 sq. ft. in less than 12 months) resulting in owners recouping their total investment through project refinance

Marketing & Communications

Designed marketing materials, including rack cards, flyers, brochures, and websites for government, small business, non-profits, and manufacturers

Guest speaker for local business groups, Conducted numerous workshops and training seminars, including administration and training for 190 member regional economic development network; lecturer Entrepreneurship New Ventures Institute, Georgia State University - Real Estate Department)

Increased membership of regional economic development network from 50 to 175+ individuals representing more than 75 organizations

Author of articles and editorials published in major trade publications aimed at promoting statewide economic development (*Industrial Development and Plants, Sites & Parks*; Contributing editor of *Greater Atlanta Office Space Guide*, etc.)

Developed a successful national leasing program; negotiated office leases exceeding \$130 mil., including two 50,000 sq. ft. operation center leases (Washington, D.C. and Atlanta, GA) for a AAAAA company

Established a regional GIS/IT network with 120+ members

Co-Founder of North Carolina Economic Development Research Council and Commercial Real Estate Women (CREW)

Participated in multi-organizational teams; provided leadership on projects requiring the valuable assistance of volunteers; worked closely with corporate decision-makers and government; and participated in regional and statewide committees aimed at developing technology-based growth strategies

Technology

Directed all technology-related projects for a regional economic development agency serving a 23-county area, including design and management of an award-winning regional Internet portal and the regional portion of a statewide portal, presenting regional economic development resources, including available real estate

Designed/developed applications to manage information resources, capital projects, track inventory, product/warranty information, customer support, technology, and knowledge for manufacturing, national distribution and health care related firms; designed multimedia segment on 'Total Quality Management (TQM)' for a state resource information system (State of TN)

WORK HISTORY

Consulting / Contract Employment (2001 - Present)

Non-Profit, Research & Development, Healthcare, Government, Distribution, and Manufacturing Firms

- Designed marketing/promotional materials for local Chamber and Small Business Center
- Designed an online application to collect, manage, analyze, and promote cultural and heritage assets
- Developed information systems to manage or track information on products, product development, pricing, customer support, product warranty information, purchase price variance, accounts payables, and customer relations management
- Designed a capital projects budget and reporting system (27 locations worldwide) for an international manufacturer
- Provided technical training, project planning, and technology consulting services
- Developed business plans, strategic marketing plans, and provided grant writing services
- Designed, developed, and maintained public web sites and private intranets for non-profits, manufacturers, and government
- Prepared project plan for an Internet-based information system for a healthcare education organization, including defining the user interface, online forms, and reports
- Web design, administration, and search engine optimization for manufacturers, non-profits, government, and small businesses
- Special projects: Conducted Small Business Seminars; Adjunct professor – Entrepreneurship New Ventures Institute; Cultural Heritage Council team member

Director, Product Development and Technology (1996 – 2001 Asheville)

WNC Regional Economic Development Commission d/b/a AdvantageWest (regional state-funded economic development agency)

- Directed product development initiatives and special projects
- Directed all technology-related projects, including the design and development of a regional GIS, web portal, and a resource information systems covering a 23-county area
- Network systems administration (Windows® NT, Microsoft® Exchange, web server, ftp server, frame relay, voice mail, etc.), including network migration, purchase of all business equipment, including network computers, telecommunications, and conference facility upgrades
- Webmaster of a regional web portal and regional portion of a state-level web portal, including web page design, content development and management of several databases, including a regional directory, resource database, site and buildings database, and calendar;
- Responsible for project planning and management, including defining scopes of work, vendor evaluation and selection, project plan development, project management, and project budget
- Administration and Technical support and training to staff and a 190-member network representing 75 organizations, including government officials, economic developers, and business allies
- Supported grant writing activities, including researching, editing and compiling proposals
- Prepared RFQs, RFPs, presentations, promotional materials, and training manuals
- Prepared marketing and training materials, including electronic presentations and training manuals
- Developed and maintained a regional resource library including a searchable directory of resource materials for a 23-county area
- Member of regional and statewide committees or groups aimed at developing technology-based tools and growth strategies

President/Senior Consultant (1986 – 1996 Charleston/Nashville)

Commercial Property Consultants d/b/a CPC/ForeSite (research and consulting firm)

- Responsible for business development, including development of all project/contract proposals, written materials, multimedia presentations and visual aids for company
- Lead project manager/consultant providing services to major corporations, government agencies, and non-profits, including BellSouth, MCI, SC Electric & Gas, SC Ports Authority, and Herman Miller Corporation
- Designed a promotional segment to promote Total Quality Management and assimilated county demographic and real estate related data for the Tennessee Economic Development Center multimedia presentation system
- Regional multi-organizational study team member, including providing database development and GIS mapping services
- Responsible for managing consulting projects
- Conducted market research in numerous Southeastern markets, including Atlanta, Knoxville, Columbia, Louisville, and Charleston

- Developed and maintained an extensive commercial and industrial database on a three-county (500,000+ pop.) region

Development Coordinator (1983 – 1986 Atlanta, GA)

Cardinal Industries (motels, multi-family and congregate housing developer)

- Responsible for site selection, market research, property acquisition
- Site acquisition and project management of 13 commercial & multi-family projects (2200+ units)
- Expanded operations into new territory
- Presentations to local planning officials, including building variances and re-zones

Department Head - Office Properties Group (1980 – 1983 Atlanta, GA)

Merrill Lynch Realty Commercial Services, Inc. (national real estate brokerage firm)

- Started department from standing start to number one profit center
- Office space leasing broker/agent
- Established database with 500 office properties
- Contributing editor of an office space guide

Assistant Vice President (1976 – 1979 Atlanta, GA)

Newburger-Andes & Co. (real estate brokerage, syndication, and property management firm)

- Associate real estate broker
- Property manager - 25 joint ventures generating \$250,000/month with 650 tenants - retail, office, and industrial properties
- Negotiated 300+ leasing and sales contracts
- Directed seven-building office park renovations

Real Estate Management & Legal Coordinator (1973-1976 Chattanooga/New York)

Arlen Realty & Development Corp. (#1 Shopping center developer in the world -1975)

- Coordinated administrative work for six in-field project managers
- Supervised staff of four
- Legal coordinator for in-house corporate counsel
- Construction coordinator (90+ centers)

ASSOCIATIONS, AFFILIATIONS AND DESIGNATIONS

Western North Carolina Local Consultants Network Member (2006)
Henderson County NC Chamber of Commerce Member (2006)
Henderson County Heritage Tourism Council Member (2004 to present)
Founder - NC Economic Development Research Council (2000)
Vision 2030 Knowledge and Technical Infrastructure Task Force (2000)
Knowledge Coalition Telecommunications Infrastructure Task Force (1999-2000)
The Knowledge Center – Telecommunications and Education Committees (1998-2000)
NC Geographic Information Systems Conference (Feb.1999) – Presenter
State of NC E-Commerce Committee - Technical Support (1998-99)
State of NC Statewide Real Estate Database – Steering Committee (1997-98)
Regional Civic Connectivity Commission (1998/99) – Technical Support Pool
Blue Ridge Web Markets Steering Committee (1998)
Goodlettsville (TN) Chamber of Commerce – Economic Development Committee (1994)
I-26 Growth Strategies – Coordination of Planning Resources Task Force
Industrial Development Research Council-IDRC Professional Associate (1988-1993); Research & Education Committee (1991), Campaign Fund Committee (1990-91)
American Real Estate Society (1990-94)
Charleston World Trade Center (1999); Steering, Growth Strategy and Facility Committees
South Carolina Economic Developers Association-SCEDA (1988-1993)
Commercial Real Estate Women-CREW (Atlanta) – Co-Founder (1978)

PUBLISHED PLANS, STUDIES, AND ARTICLES

- “Henderson County Cultural Tourism Plan” (April 2005)
- “South Carolina: Competing in the New Age,” Plants, Sites & Parks (September/October 1993)
- “South Carolina: State of Spirit and Strength,” Plants, Sites & Parks (September/October 1991)
- “Investing in Distress Properties: Eliminating the Risks,” The Investor (Special Report, 1991)
- “Properties with the Right Stuff Increase in Value,” The Investor (Special Report, 1991)
- “Building in Hazardous Environments: Minimizing the Risks,” Industrial Development (June 1990)
- “South Carolina: Progress Through Adversity,” Plants, Sites & Parks (October 1990)
- “South Carolina: Model for Economic Success,” Plants, Sites & Parks (January/February 1990)
- “South Carolina: Making History,” Plants, Sites & Parks (September/October 1989)
- “New Study Reveals Leasing and Development Trends,” Charleston-Trident Real Estate Report, Charleston, SC (1988)
- “Business Parks: Skillful Merger of Office and Service Space,” Greater Atlanta Real Estate Guide, Atlanta, GA 1982)
- “Uptown, Downtown, Around Town: The Search for Space,” Greater Atlanta Real Estate Guide, Atlanta, GA (1981)
- “Commercial Market Survey & Study: Beaufort, SC” (1994)
- “Rental Housing Inventory Survey & Study: Beaufort County, SC (for the Military Enhancement Committee – 1994)
- “Retail Survey & Study – Cobb County, GA” (May, 1993)
- “Industrial Building Survey & Study: Knoxville, TN” (April, 1993)
- “Multi-Family Survey & Study: N. Charleston, SC” (April, 1993)
- “Retail Survey & Study: N. Charleston, SC” (1993)
- “Business Park Survey & Study – Southeastern U.S. and Charleston-Trident Region” (June, 1992)
- “Retail Survey & Study: Mt. Pleasant, SC” (February, 1992) (October, 1991)
- “Charleston Suburban Office Market Survey & Study – N. Charleston and W. Ashley” (1991)
- “Multi-Family Survey & Study: Louisville, KY” (1990)
- “Multi-Family Survey & Study: Columbia, SC” (1990)
- “Suburban Office Market Survey & Study: Charleston, SC” (1990)
- “Suburban Office Market Survey & Study: Charlotte, NC” (1989)
- “Tri-County Commercial Study: Charleston-Trident Region,” (1989)
- “Charleston-Trident Commercial Report,” 1987, 1988