



## La Detra White *President of Noble Insight, Inc*

### Professional

**A**s President and CEO of Noble Insight, La Detra has over ten years experience in brand management with some of the leading marketing companies in the world. In recent years she served as Director of Marketing for Bass Hotels & Resorts where La Detra was responsible for leading the marketing of Holiday Inn hotels-- North America and Holiday Inn Express--Worldwide, brands with combined revenue of over 5 billion dollars. In addition to her brand leadership responsibilities with Bass, La Detra was selected to participate in a unique global educational program developing expertise in a wide range of areas affecting European business markets.

Before joining Bass, La Detra worked in brand management for two well-recognized marketing companies known for their marketing of popular household brands worldwide, Procter & Gamble and Nabisco Foods. La Detra brings a wide range of experience gleaned from supporting premier brands such as Crest and Planters. Her notable responsibilities over the years have included brand positioning, new product introductions, advertising development, strategy development and channel development within the service and package goods industries. Her expertise also includes business development, sales and marketing training and image/skills coaching.

La Detra is currently CEO of Noble Insight, Inc. specializing in the areas of marketing planning, research, and strategy design and implementation.

Noble Insight's particular expertise includes reaching emerging markets--namely African-American and Hispanic. To this end Noble Insight has worked nationally with notable companies like United Parcel Service (UPS) leading the creation and development of multi-million dollar business plans and strategy, product introductions, product positioning and research test plans. Noble Insight's other clients include Coke, Procter & Gamble, BellSouth, Georgia Power, Chick-fil-A, Black Entertainment Television, IBM, Georgia State Road and Tollway Authority, Allstate,

General Mills, Bank of America and many others on general market and emerging market strategies.

### Education

**L**a Detra received her graduate degree in business from Harvard Business School ('92). Her undergraduate degree--BBA cum laude comes from Howard University.

### Interests & Honors

**L**a Detra has received notable honors such as the Governors Small Business Award for successful minority-owned business in Georgia and *100's List of Women Looking Ahead* as one of the most powerful and influential women in Atlanta business (2000). She has participated in professional leadership workshops such as The Possible Woman Leadership conference (Negril Jamaica 2001). Her focus has been leading workshops as a business expert in training and coaching small business leaders in customer targeting, product positioning, and revenue management.

La Detra's enjoys her role as a public speaker, motivational speaker and lecturer. She is experienced nationwide as a professional trainer and program strategist. Active in Toastmasters, she has received several speaking awards. She has also facilitated Dale Carnegie courses and been an invited guest lecturer at Wake Forest Law School and Duke's Fuqua School of Business on various marketing subjects.

Residing in Atlanta Georgia, La Detra spends much of her time raising two children --Hannah & Michael along with her husband Robert of twelve years. Together they enjoy travel, church service, and owning / managing a small business. La Detra is also active in the Atlanta community contributing to homeless and impoverished causes through the Atlanta Union Mission, Atlanta Day Shelter for Woman & Children, Atlanta Children's Shelter, The Giving Tree, and Prevent Child Abuse GA. Her community fundraising efforts have raised tens of thousands of dollars for children in need.