



ROSALYN J. McPHERSON

Senior Advisor

Rosalyn McPherson is a seasoned executive with more than thirty years of project management, product development, and marketing expertise in the corporate and non-profit sectors. She loves projects that allow her team to work with diverse communities, thus ensuring that everyone has a voice in the important issues that affect us as human beings. Education and intercultural understanding are inextricably woven into the core of her approach.

Areas of Expertise

Project Management
Product Development
Strategic Marketing

Education

Master of Business Administration,
Marketing,
Fairleigh Dickinson University

BS in Secondary Education
Southern University & A&M College

Experience

Rosalyn McPherson is President and Founder of The ROZ Group, Inc., a firm she launched in 2006. Highly regarded as a natural cross-pollinator, builder of strategic relationships, and cross-cultural content enthusiast, she leads her company in providing exhibit development, strategic marketing and communications, custom publishing, and project management to corporations, governmental agencies, and non-profit institutions.

Prior to launching her firm, Roz had a distinguished career in marketing and educational product development and subsequently museum administration. She served as Senior Vice President for the Science Center at the Franklin Institute (Philadelphia, PA). She had day-to-day responsibility for increasing attendance and managing the visitor experience aspects of the museum's operation including exhibit development, marketing, IMAX Theater, the Fels Planetarium, and retail.

As Senior Vice President and Publisher for Time Life Education (Alexandria, VA), Roz was responsible for assembling and managing a national sales force of 36 staff and independent associates and for launching K-12 multi-media product development. Time, Inc., McGraw Hill, Inc., Scholastic Inc., and CBS, Inc. are among the other major publishers where Roz worked as both an editor, marketer, and ultimately publisher of educational products. Roz entered the workforce as a teacher of social studies and mathematics Roosevelt, NY.

Contact

Email: rmcpherson@therozgroup.com

Phone: 215-717-2777

Econsult Solutions, Inc.

1435 Walnut Street, 4th Floor
Philadelphia, PA 19102
econsultsolutions.com