



# ROSEBORO HOLDINGS

CONSULTING. INVESTMENT. COMMUNITY ENGAGEMENT



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# ABOUT **ROSEBORO HOLDINGS**

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WE ARE  
YOUR BEST  
PARTNER

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Helping organizations make data-driven decisions to grow their brand, since 2016, Roseboro Holdings has been at the forefront of helping leaders and their organizations make a lasting impact in the business, nonprofit, and political world. Roseboro Holdings focuses on the client's story and pairs that with current trends in the business management and public relations world to look beyond the obvious and find solutions that grow and shape the modern business environment.

# CAPABILITIES STATEMENT

*Our business management team delivers the products, infrastructure, and content that empower and enlighten, and that boost resilience and sustainability—across industries, and across society. But they also face important challenges, and thus they need to think boldly, respond quickly, and continuously improve. Our business management consultants help companies do that, taking a collaborative, fact-based approach to solving business problems. Together, we build a foundation for delivering tangible, positive, and lasting change.*

## CORE COMPETNCIES

Roseboro Holdings helps organizations meet their operational objectives by advising and supporting clients to meet short and long-term needs related to the following:

- Strategic Communications
- Media Relations
- Crisis Communication
- Public Affairs
- Finance
- Project Management
- Business Process Management
- Human Resources

## CLIENTS

- Spruce Street Consulting
- Claudette Colvin and the Claudette Colvin Foundation
- Civil Rights Activist Doris Crenshaw
- The Southern Youth Leadership Development Institute
- Blue Ridge Consulting
- City of Montgomery, Alabama
- Technicolor Political
- Northern Virginia Black Chamber of Commerce
- Resurrection Catholic Missions
- Deval Patrick for President of the United States
- Chris Rey for United States Senate
- Kirk Hatcher for State Senate (Alabama)
- Barber-Scotia College
- Stonebridge Studios (Skopje, Macedonia)
- Renaissance Collective Group

## CLIENT REVIEWS

Roseboro Holdings provided invaluable expertise to assist us in reorganizing the Northern Virginia Black Chamber of Commerce. Their focus on organizational development along with their research assisted the chamber's growth and success. We look forward to working with Ashley and his team again.

*-Northern Virginia Black Chamber of Commerce*

# OUR CORE VALUES

*To unlock the potential of those who advance the world, we believe we must stay true to our company principles, our values, and each other. Inherent in this pursuit is our ability to attract and retain the best talent and fully reflect the diverse world in which we live and work.*



## “ COMMITMENT TO CLIENTS

*We focus on being strategic partners  
and making data-informed decisions*

## “ ACHIEVE IMPACT

*We pursue ambitious, meaningful  
outcomes and hold ourselves to  
high standards that lead to long-  
term success*

## “ STRENGTHEN COMMUNITY

*We believe in the importance of collaboration  
and shared leadership and work to develop  
positive relationships with the individuals we  
serve*



# BUSINESS MANAGEMENT SERVICES

*Roseboro Holdings doesn't just look to the future— we define it. We help unleash client's full potential, so they can turn possibilities into reality. And advance the world.*

## FM



### FINANCIAL MANAGEMENT

Financial management deals with finding a healthy balance between profit and risk so that even with a setback, the business is profitable in the long term.

This type of business management involves planning, directing, and coordinating with a business's accounting, investing, banking, insurance, securities, and other financial activities.

## HR



### HUMAN RESOURCE MANAGEMENT

Human resource management (HRM) focuses on recruiting and managing an organization's employees. This includes compensation, hiring, safety and wellness, benefits, and other aspects of employee administration.

The role of HRM practices is to manage the people within a workplace to achieve the organization's mission and reinforce the culture. When done effectively, HR managers can help recruit new professionals with the skills necessary to further the company's goals and aid with the training development of current employees to meet objectives.

A company is only as good as its employees, making HRM a crucial part of maintaining or improving the business's health.

# BUSINESS MANAGEMENT SERVICES cont.

*Our experts develop the business models, strategies, and capabilities—technical and human—that spark transformation, insight, innovation, and value. They're supported by research that brings a holistic approach that we apply to our client work.*

## PM



### PROJECT MANAGEMENT

Project management is the planning, execution, and supervision of projects. Project managers prioritize obtaining the tools or knowledge needed to fulfill short-term and long-term project requirements. Program management is similar: It involves the same task for many projects, not just one.

## OM



### OPERATIONS MANAGEMENT

Operations management is responsible for ensuring that all business operations departments are efficient. Managing the functions of a business means dealing with a plethora of departments, strategies, and processes. Operations teams must consider acquiring, developing, and utilizing resources their business needs to deliver the goods and services clients want.

Operations management involves utilizing resources from staff, materials, equipment, and technology. Operations managers acquire, develop, and deliver goods to clients based on client needs and the abilities of the company.

# PUBLIC RELATIONS SERVICES

*Through our powerful public relations strategy, we bring you publicity, we bring you a dedicated team working with you as partners in your business, and we bring you results. Whether you want to grow your business, increase your awareness or shape your story, let us put our PR services to work for you.*

## SC



### STRATEGIC COMMUNICATIONS

Strategic communications is the practice of planning and implementing messaging in order to help an organization achieve its goals. This requires a knowledge of public relations, internal communication, marketing, digital strategy, content strategy, and more.

## PA



### PUBLIC AFFAIRS

Public affairs is a term used to describe an organization's relationship with stakeholders. These are individuals or groups with an interest in the organization's affairs, such as politicians, civil servants, customers and local communities, clients, charities, etc.

Those who work in public affairs - or lobbying - build and develop relations between an organization and politicians, governments, and other decision-makers. It is a relatively distinct subset within PR, and those working in the field have a keen interest in the political system and the process for enacting legislative change. They can also add incredible value by assisting organizations in areas such as regulatory compliance, corporate communication, and trade associations.



# PUBLIC RELATIONS SERVICES

*In the last decade, communicators have gone from a single large-push channel (press releases) to dozens of options to reach journalists. Social media channels are the most used outside traditional PR channels, but even niche platforms offer access to journalists. With all this pitch machinery, Roseboro Holdings can be your communications prolific pitch engine.*

*Incorporating media relations in your PR strategy unlocks a myriad of opportunities for your brand.*

## MR



### MEDIA RELATIONS

Media relations in public relations is all about building relationships with members of the press. It typically refers to the mutually beneficial relationship between journalists and public relations professionals. A good working relationship with the media is needed to spread key messages to the target audience.

## CC



### CRISIS COMMUNICATIONS

Crisis communications can be defined broadly as the collection, processing, and dissemination of information required to address a crisis situation. It's an emerging field in applied communication studies and involves dealing with mediated messages and various types of audiences at moments of heightened pressure.

Ethical questions are important considerations when a crisis occurs. In a crisis situation, corporate values that are important during times of normalcy and stability might not be as critical. For Instance, the normal emphasis on cost-saving would no longer be appropriate when it is necessary to take urgent steps to save lives in a natural disaster.

# OUR TEAM



## **ASHLEY D. ROSEBORO**

CEO AND FOUNDER

Ashley brings over fifteen years of business management and public relations experience in the business, government, and non-profit sectors.

He is the founder and CEO of Roseboro Holdings and Roseboro Foundation, organizations that make data-driven decisions to grow brands by focusing on the client's story and pairing that with current trends in the business management and public relations world. Roseboro Holdings looks beyond the obvious and finds solutions that grow and shape the modern business environment.

In the public relations sector, Ashley has had the privilege of representing civil rights activist Claudette Colvin, who at age 15, Ms. Colvin was arrested on March 2, 1955, in Montgomery, Alabama for violating bus segregation ordinances -- nine months before Rosa Parks. Ms. Colvin is one of the two survivors of the *Browder v. Gayle* United States Supreme Court Case and is known for her significant role in desegregating buses in Montgomery Alabama in 1956. As Ms. Colvin's representative, Ashley has worked on "Spark", a feature film, with Mandalay Productions, *Noire*, an augmented reality experience depicting the arrest of Ms. Colvin and the Montgomery Bus Boycott that premiered at the Centre Pompidou Museum in Paris, France, and interviews about Ms. Colvin's story that has been published worldwide. Other public relations clients include civil rights activist Doris Crenshaw, the mentee of Rosa Parks and vice president of the NAACP youth council at age 12, Barber-Scotia College, a historically black college located in North Carolina, and Bounce Children's Foundation, a nonprofit that transforms the lives of chronically ill children and their families by shifting all from surviving to thriving.

# OUR TEAM

## **ASHLEY D. ROSEBORO** cont. CEO AND FOUNDER

Ashley has provided business management consulting services for Spruce Street Consulting, a Pennsylvania political and nonprofit compliance firm, where he managed the strategic plan for the organization by creating an operational protocol for all logistical, human resources, financial, and business development functions of the company. Roseboro Holdings also provided services to Technicolor Political, a Chicago-based media firm, that provides message and content development, media planning and buying, data analysis, insight reporting; and Blue Ridge Consulting, an organization that helps companies become agents of change by transforming compelling ideas into sustainable and impactful outcomes by working with the United Nations and their partnering organizations.

Before Roseboro Holdings, Ashley served as Compliance Manager for the Walton Family Political and Communications Office, Director of Operations for the Bonner Group, a Washington, D.C.- based non-profit fundraising firm, and Director of Operations for the Democratic Party of Virginia (DPVA), where he managed the financial and operational functions of the organization. While at the DPVA, he trained individuals on best practices for campaign finance, implemented strategies that allowed the organization to streamline operational procedures, and successfully managed the finances of the organization.

In terms of education, Ashley earned his High School degree with a concentration in Vocal Performance from the University of the North Carolina School of the Arts, a bachelor's degree from Greensboro College, a master's degree from Boston University, and an MBA from the College of William and Mary.

Ashley is currently the past president of the Greensboro College Alumni Association and chair of the institutional advancement committee of the Greensboro College Board of Trustees.

# OUR TEAM



## TRINA E. ARNOLD

COO

Trina has 15+ combined years of supporting operations in education, human development, and human resources, during which she has developed a track record of building trusted relationships, executing effective social media and recruitment campaigns, identifying opportunities for process improvement, and supporting multiple executives concurrently. Through this experience, she has become adept at planning strategy, paying close attention to detail, and applying critical thinking to resolve problems.

Trina most recently worked in Human Resources for an oil and gas start-up company, where she onboarded over 300+ employees, and managed payroll and the recruitment process. Trina was instrumental in building HR processes from the ground up by creating a highly effective interview certification process that was adopted company-wide, independently initiating a successful onboarding process, and overseeing all HR administration.

Trina holds a degree in Communications (broadcast and corporate) from Elon University with a minor in Sociology and expects to graduate next year (2024) with an MBA at Syracuse University. She is from Washington, D.C., and currently resides in Orlando, Florida, with her family.

# OUR TEAM



## ERIC BURNS

SENIOR ADVISOR FOR STRATEGIC  
COMMUNICATIONS AND INTERNATIONAL  
RELATIONS

- FORMER PRESIDENT OF MEDIA MATTERS FOR AMERICA (MMFA)
- FORMER COMMUNICATIONS DIRECTOR FOR U.S. HOUSE OF REPRESENTATIVES COMMITTEE ON RULES
- ADVISOR TO THEN TEXAS GOVERNOR, GEORGE W. BUSH ON MATTERS OF INTERNATIONAL PROTOCOL AND DIPLOMACY

Eric Burns is an American political strategist and media consultant with international experience on three continents. As the former president of Media Matters for America (MMFA), Eric pioneered the creation of a cutting-edge communications centre within the organization that yielded dramatic results for MMFA and has been used widely as the model for other progressive organizations since. Burns and his team achieved thousands of corrections from major media outlets and led numerous successful national media campaigns against hate-speech and misinformation.

Eric has managed the successful design and launch of numerous innovative media projects and persuasion campaigns in the U.S. and abroad and has extensive experience working in coordination with the White House, the United States Congress, USAID, the National Democratic Institute (NDI), NATO and others. He has managed and consulted on numerous successful political campaigns in the United States and Europe.

Burnes previously served on Capitol Hill in Washington D.C. as communications director and lead speech writer for the powerful U.S. House of Representatives Committee on Rules, and for many members of Congress from both New York and Texas.



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