

Rhona Baniqued

Director of Operations, Drug and Biological Products



SPECIALTY

- Market analysis; program management

EXPERIENCE

- More than 12 years marketing experience
- Background on Capitol Hill and in the private sector

Rhona Baniqued joined Greenleaf Health as Director of Operations, Drug and Biological Products, with more than 12 years' experience as a marketing professional with a successful track record managing complex agency, corporate, and nonprofit programs. At Greenleaf, Rhona is responsible for managing multiple processes, including supporting, scheduling, and general operations management for members of Greenleaf's Drug and Biological Products Team.

Before joining Greenleaf, Rhona served as a District Marketing Manager for the Microsoft Corporation, based in Washington, DC. In this position, Rhona brought specific products and solutions to customers by working with diverse sales, service, and partner organizations to build the "sales pipeline." She developed a marketing strategy focused on an application platform by identifying leads and revenue growth opportunities that accelerated sales while remaining sensitive to customer insights and business and competitive trends. Her efforts contributed to application pipeline sales in excess of \$17M. In addition, Rhona directed the execution of the Executive Circle program, focused on building or strengthening relationships between Microsoft and corporate senior executives. Early in her career at Microsoft, Rhona administered the partner readiness program, in conjunction with corporate initiatives to train partners on Go-To-Market campaigns. Rhona's attendance ratios at these programs consistently ranked among those of the top 25 cities globally.

Before her work at Microsoft, Rhona served as Senior Media Planner at Arnold Communications, developing and managing the implementation of long-term strategic media buys across print, radio, television, out-door, and on-line media for many Fortune 500 clients.

Rhona began her career on Capitol Hill, working on legislative issues for Congressman Owen Pickett, D-Va.

Rhona received her undergraduate degree from George Mason University.