



## About Brenda Rarey

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Brenda Rarey, MBA, is Senior Advisor, Intangibles, and Partner in Corpus Optima. In this capacity she oversees the development and implementation of Corpus Optima's Intangibles Learning, Assessment, and Scorecard Implementation Systems. An early pioneer in the field, Brenda has been dedicated to expanding the way business measures success for over 20 years. She has facilitated numerous projects, workshops, and presentations focused on topics related to intangibles measurement, such as creating spiritually balanced scorecards, optimizing intangibles, and the ROI of corporate culture. These numerous venues have included meetings and conferences of the American Society of CPA's, American Society for Training & Development, International Society for Performance Improvement, Organizational Development Network, International Business & Consciousness Conference, Shell Project Management Group, and many others.

She has created a unique process through which she is able to bridge two seemingly disconnected worlds. With her background in accounting and business management and her deep interest in the human side of business processes, she has developed a robust approach which effectively allows clients to ground their vision and values in the practical realities of everyday business. She is an intangible asset measurement innovator. Her many projects in this area include having enhanced employee accountability through identification of an "optimal-tension point" between employee fulfillment, customer satisfaction, and financial performance by designing a comprehensive balanced scorecard of financial and non-financial indicators for a \$1.8B asset bank, developing a unique and proprietary 'intangibles constellation' scoring system, combining employee fulfillment, interdepartmental cooperation, and organization-individual values alignment to create a single "culture" score for implementation in the divisional scorecard of a major oil & gas company, and driving up to over 30% in profitability gains for a major construction company by guiding the integration of intangible asset measurement into strategic planning, profit and performance management systems.

Brenda has authored numerous articles and white papers on "Measurement that Matters," appearing in the *Houston Business Journal*, *World Business Academy Quarterly Journal* and *Business Spirit*. She is currently at work on a new book, *Love is the Bottom Line*, scheduled for publication in the Spring of 2009.

She has consulted on projects for a number of Fortune 500 organizations and top tier consulting firms including the American Society of CPAs, FMC, ConocoPhillips, KPMG, Price Waterhouse Coopers, Shell Oil Company, Sterling Bank, Noble Energy, and many others.

As today's balance sheets expand to more reliably account for the value of intangible, *emergent* assets like knowledge, culture, customer, and brand reputation, Brenda is poised to meaningfully advance Corpus Optima clients in in this rapidly expanding field.

Brenda holds an MBA from Franklin University in Columbus, OH.

