

## La Detra White – Project Lead

As president and CEO of Noble Insight, Inc., La Detra has over twenty years experience in leading marketing, public education and research initiatives around the world. In her career, she has served as director of marketing for Fortune 100 companies managing teams and revenue in excess of 5 billion dollars.



Besides being selected as the marketing general contractor with the Georgia State Road and Tollway Authority in 2002, Noble Insight is also subcontracting on the highly visible SRTA HOT (High Occupancy Toll) project (\$157 million) as a subcontractor leading the strategy, research, public outreach, community outreach and media relations, including a retail launch component (2008).

Noble Insight has commanded a lead communications role for the HOV to HOT conversion project in GA as well for LA METRO. Involvement with this HOT Project has led to interactions with various transportation agencies across the United States and several industry speaking engagements as a tolling subject matter expert.

Noble Insight is also working with Metropolitan Washington Airports Authority (MWAA) in Virginia on research and communication efforts for the Dulles Tollway. This contract is under the leadership of Jacobs Engineering. La Detra's most recent task included analysis in non toll revenue generating methods.

In 2006, Noble Insight was selected as the general marketing contractor working on an extensive transportation communications initiative for Virginia Department of Transportation over several years. In a role as prime contractor in charge of marketing, strategy and research, the contract has also included extensive consultancy work with their much anticipated and broadly publicized Value Pricing Initiative.

Noble Insight is minority and female owned and is certified as such in the states of Georgia, Maryland, Minnesota, Virginia and North Carolina, California, Metro Washington Airports Authority to date.

Other non-transportation consulting work includes or has included; Allstate Insurance Company, ADT Security, Bank of America, Procter & Gamble and many others.

### EDUCATION & INTEREST: MBA HARVARD BUSINESS SCHOOL

La Detra received a MBA from Harvard Business School and a B.B.A from Howard University. She is experienced nationwide as a professional trainer and program strategist. She served on the Atlanta Children's Board 2002 - 2008 and DeKalb Preparatory Academy board beginning in 2008. She is very active as a school volunteer.

### EXPERIENCE

As president and CEO of Noble Insight, Inc, La Detra is a certified speaker and trainer and she has worked both domestic and internationally in coaching, facilitation and training. She was also chosen by the Georgia Governor's Small Business Center as a RISING STAR, Noble Insight brings 18 years of strategic experience.