



40 UNDER 40

Recognizing the region's brightest
young business leaders



Brooks Kenny, Chief Marketing Officer at Lotsa Helping Hands named among 40 under 40 by the Washington Business Journal.

BROOKS KENNY
CHIEF MARKETING OFFICER,
LOTSA HELPING HANDS

Brooks personifies the concept of the double bottom line as she sets the example for how to turn a love of serving others into a powerful career that impacts the world.



Lotsa Helping Hands
create community

lotsahelpinghands.com

The 40 Under 40 Awards honor the Washington area's top business leaders and owners under 40 years of age who exhibited outstanding performance for their companies within the last 12-18 months. One person will be awarded the top honor. **Vote today!**

Click here to vote for the Reader's Choice Award: www.WBJ40under40.com

A few excerpts from Brooks Kenny's nomination:

"...As a social entrepreneur Brooks has made a lasting impact on our region and beyond, having built a reputation with her own consulting firm called Promoting Public Causes. For more than 10 years the company gained attention for its specialized focus on cause marketing and building strategic partnerships. With a tagline of *Doing Good Works*,™ she built a reputation as a hard working leader of a boutique firm known for hands on, creative approaches and innovative, effective advice."

"...More than three years ago, she joined the Founding Team of **Lotsa Helping Hands**, a company with a double bottom line reflecting her mantra that "doing good works". She leads the company's worldwide branding and outreach efforts, developing partnerships, creating business growth opportunities and expanding its reach. **Lotsa Helping Hands** provides a web-based caregiving and volunteer platform that allows family, friends, neighbors, and colleagues to easily assist with the tasks that become a challenge during times of emergency or medical crisis."

"...Brooks leads major initiatives in marketing, partner management and business development. She enhanced the company's offerings to the nonprofit sector and secured new relationships with such organizations as Wounded Warrior Project and the National Health Council, has spearheaded efforts in attaining a successful business model, achieving a 100% renewal rate with customers for the company's license program, developed a new sponsorship model for partner organizations, securing contracts with a national health plan provider and several pharmaceutical companies – providing them exposure to a growing audience of over 750,000 members in **Lotsa Helping Hands** communities."

"...Brooks sets the bar for **working women** – balancing a busy life with meaning and success. No doubt her kids will follow a similar path. Brooks extends her vision for social good to her family, in particular her two young children, now 7 and 5 – having them choose a volunteer project each summer and raising money for causes the family cares about."