

Haintso Rakouth

Lead Generation and Market Strategist

Haintso Rakouth is Lead Generation and Market Strategist for the Detroit Regional Partnership. As part of the research and business intelligence department, Rakouth supports the business development team as it engages domestic and international business prospects. In this role, she develops lead generation strategies that convert prospects to project wins that create jobs and attract investment to the Detroit Region.

Prior to joining the DRP, Rakouth worked in the manufacturing industry for eight years as a marketing specialist and market research analyst for Acument Global Technologies. During her time at Acument, she helped create effective lead generation campaigns to support the sales team while gaining extensive research and data analytics experience. She has a bachelor's degree in marketing from Wayne State University and is fluent in French.