

## Haintso Rakouth-Sorich

*Lead Generation Manager*



Haintso Rakouth-Sorich is Lead Generation Manager for the Detroit Regional Partnership (DRP), a leading economic development nonprofit for the 11-county Detroit Region. 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.

### PAST EXPERIENCE AND EDUCATION

- Market Specialist, Acument Global Technologies
- Market Research Analyst, Acument Global Technologies
- Assistant Director of Membership, Consortium for the Advancement of Research Methods and Analysis
- Bachelor of Science in Marketing, Wayne State University

### NOTABLE ACHIEVEMENTS AND COMMUNITY INVOLVEMENT

- Volunteer, Social Media Specialist, DJ and Photographer, Seraphine Collective
- Fluent in French