



Urban League of
Philadelphia

Empowering Communities.
Changing Lives.



Rosalyn McPherson is President and CEO of The Urban League of Philadelphia (ULP). ULP is an affiliate of the National Urban League, the nation's oldest and largest community-based movement dedicated to empowering African Americans. The Urban League of Philadelphia connects individuals, community-based groups, civic organizations and businesses seeking to improve the social and economic well-being of African Americans throughout the region.

Before joining the ULP, Ms. McPherson was President and Founder of The ROZ Group, Inc., a firm that provided construction management of historic sites and museum exhibitions; strategic planning; and marketing and communications to corporations, governmental agencies, and non-profit institutions, especially in the areas of healthcare disparities, education, science and history. The City of Philadelphia, the AmeriHealth Caritas Partnership, Einstein Healthcare Network, Sun Life Financial, and Lincoln Financial Group were among the firm's clients.

Prior to launching her firm, Ms. McPherson had a distinguished career in educational publishing and subsequently museum administration. She served as Senior Vice President for the Science Center at the Franklin Institute (Philadelphia, PA) and as Senior Vice President and Publisher for Time Life Education (Alexandria, VA). Time, Inc., McGraw Hill, Inc., Scholastic Inc., and CBS, Inc. are among the other companies where she worked as an editor and marketer. She also served as an adjunct professor at the School of Business in Rutgers University in New Jersey.

A committed civic leader, Ms. McPherson sits on the boards of a number of associations including the Mental Health Association of Southeastern Pennsylvania, National Philanthropic Trust, and First Person Arts. She recently served on the Advisory Council for Drexel University's School of Media Arts and Design and for Temple University's Public Relations Department. She was the winner of the *2012 Madame CJ Walker Award* for Women Entrepreneurs from the Philadelphia Chapter of the National Coalition of 100 Black Women and the winner of the "Breaking Barriers" Award from the *Hot Mommas Case Study Project* at George Washington University in DC. Ms. McPherson holds a BS in Secondary Education from Southern University & A&M College in Baton Rouge, LA and an MBA in Marketing from Fairleigh Dickinson University in Teaneck, NJ.

Ms. McPherson is the mother of Monique Kelley, a marketing executive for Warner Brothers in Los Angeles; and Jasmin Andrews, a chef in Philadelphia. As for personal passions, Roz is quite the Creole/soul food cook and a published writer specializing in memoir and personal essays. Born in New Orleans, LA as the daughter of an Army officer and an elementary school teacher, Roz has traveled around the world since childhood and credits that experience with fostering her appreciation for the world's varied cultures and geographic environments.