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Owner – Rashaad Lambert

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Rashaad Lambert is an award winning **marketing** architect

(or marketect®), educator and **philanthropist** hailing from West **Philadelphia**.

Rashaad is the founder of **Sporty Marketing Group**, the world's only six sigma marketing agency. There, he has worked with multi-billion dollar companies such as Uber, JetSmarter, Adidas, the NBA, and the NFL as well as multi-million dollar companies Forbes, Villa, Club Corp, & Pink Label Beauty. Rashaad is also the founder of For(bes) The Culture an initiative of CultureMakers Inc & Forbes Media. For his business acumen Rashaad was given the 'Entrepreneurial Excellence' award by the Pennsylvania House Of Representatives.



Rashaad is also the founder of Lambert Legacy Charities, a nonprofit organization that has served over 20,000 people over 10 years using experiential philanthropy in efforts to alleviate deep poverty in the Southeastern Pennsylvania area. For his community work through Lambert Legacy Charities, Rashaad has been awarded an **NAACP** Image Award (Hometown

Champion), a Congressional Proclamation, and A US Senate Resolution.