



ROSEBORO HOLDINGS  
CONSULTING. INVESTMENT. COMMUNITY ENGAGEMENT

# PROSPECTUS PACKET

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## ROSEBORO HOLDINGS

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Roseboro Holdings has over 15 years of experience as a trusted advisor to small businesses, non-profits, and political organizations. Our mission is to build solid organization's data-driven decision-making. Our current clients range from small for-profit and non-profit organizations and local campaigns to federal races, municipal leaders, state legislators, and members of Congress.

We specialize in public relations, where through our powerful public relations strategy, we bring you publicity, a dedicated team working with you as partners in your business, and results. Whether you want to grow your business, increase your awareness, or shape your story, we are here to help. We also specialize in business management consulting, where our experts develop the business models, strategies, and capabilities—technical and human—that spark transformation, insight, innovation, and value.

At Roseboro Holdings, we believe that our clients' success is predicated on their ability to execute. That's why our services are supported by research that brings a holistic approach that we apply to our client's work. Our team's diverse expertise covers all facets of business strategy, including operations, communications, human resources, finance, compliance, and legal work with organization attorneys.

We would be pleased to partner with you to provide our services. If you have any questions about our firm, please call me at (202) 780-7064 or email [info@roseboroholdings.com](mailto:info@roseboroholdings.com).

Sincerely,

*Ashley*

Ashley D. Roseboro, MBA  
CEO/Founder



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# CAPABILITIES STATEMENT

## ABOUT ROSEBORO HOLDINGS

Helping organization make data driven decisions to grow their brand, since 2016, Roseboro Holdings has been at the forefront of helping leaders and their organizations make a lasting impact in the business, nonprofit, and political world. Roseboro Holdings focuses on the client's story and pairs that with current trends in the business management and public relations world to look beyond the obvious and find solutions that grow and shape the modern business environment.

## CORE COMPETENCIES

Roseboro Holdings helps organizations meet their operational objectives by advising and supporting clients to meet short and long term needs related to the following:

- Strategic Communication
- Media Relations
- Crisis Communication
- Public Affairs
- Finance
- Project Management
- Business Process Management
- Human Resources

## CLIENTS

- Spruce Street Consulting
- Claudette Colvin and the Colvin Family Legacy
- Civil Rights Activist Doris Crenshaw
- The Southern Youth Leadership Development Institute
- Blue Ridge Consulting
- City of Montgomery, Alabama
- Tehcnicolor Political
- Northern Virginia Black Chamber of Commerce
- Resurrection Catholic Missions
- Deval Patrick for President of the United States
- Chris Rey for United States Senate
- Kirk Hatcher for State Senate (Alabama)
- Cogsolid

## CLIENT REVIEWS

December 2021 was when my arrest from 1955 was finally expunged. Clearing my name does not mean anything to me now and doesn't benefit me at all, but it does let my grandchildren and great-grandchildren know that I didn't do anything wrong. All I did was sit down for my rights so they could stand up for theirs. It has been invaluable to have Roseboro Holdings manage my public relations for me, so I can have a platform to share my story and encourage today's activist seeking justice. -Claudette Colvin, Civil Rights Activist

Roseboro Holdings provided invaluable expertise to assist us in reorganizing the Northern Virginia Black Chamber of Commerce. Their focus on organizational development along with their research assisted the chamber's growth and success. We look forward to working with Ashley and his team again. -Northern Virginia Black Chamber of Commerce



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# Services

## PUBLIC RELATIONS

Stay relevant. Get exposure. Be known. Grow your credibility and your public profile. Through our powerful public relations strategy, we bring you publicity, we bring you a dedicated team working with you as partners in your business, and we bring you results. Whether you want to grow your business, increase your awareness or shape your story, let us put our PR services to work for you.

### **How We Help Public Relations Clients Get Noticed**

Through our powerful public relations strategy, we bring you publicity, we bring you a dedicated team working with you as partners in your business, and we bring you results. Whether you want to grow your business, increase your awareness or shape your story, let us put our PR services to work for you.

## CORE COMPETENCIES

- ▶ Strategic Communications
- ▶ Media Relations
- ▶ Crisis Communications
- ▶ Public Affairs



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# Services

## BUSINESS MANAGEMENT

Roseboro Holdings doesn't just look to the future— we define it. We help unleash clients' full potential, so they can turn possibilities into reality and advance the world.

Our business management team delivers the products, infrastructure, and content that empower and enlighten and that boost resilience and sustainability—across industries and across society. But companies also face important challenges; thus, they need to think boldly, respond quickly, and continuously improve. Our business management consultants help companies do that, taking a collaborative, fact-based approach to solving business problems. Together, we build a foundation for delivering tangible, positive, and lasting change.

### **How We Help Business Management Clients Continuously Improve**

Our experts develop the business models, strategies, and capabilities—technical and human—that spark transformation, insight, innovation, and value. They're supported by research that brings a holistic approach that we apply to our client work.

## CORE COMPETENCIES

- ▶ Financial Management
- ▶ Human Resource Management
- ▶ Strategic Management
- ▶ Program and Product Management
- ▶ Operations Management



# Ashley D. Roseboro

CEO

Ashley brings over ten years of financial, strategic, and operational experience in the business, local government, and non-profit sectors.

Ashley has served as Compliance Manager for the Walton Family Political and Communications Office; Director of Operations for the Bonner Group, a Washington, D.C.-based non-profit fundraising firm; and Director of Operations for the Democratic Party of Virginia (DPVA), where he managed the financial and operational functions of the organization. While at the DPVA, he trained individuals on best practices for campaign finance, implemented strategies that allowed the organization to streamline operational procedures, and successfully managed the finances of the organization.

Ashley earned his High School degree with a concentration in Vocal Performance from the University of the North Carolina School of the Arts, a bachelor's degree from Greensboro College, a master's degree from Boston University, and an MBA from the College of William and Mary.

Ashley is currently the past president of the Greensboro College Alumni Association and a Member of the Greensboro College Board of Trustees.



# Trina Arnold

COO

Trina has 15+ combined years of supporting operations in education, human development, and human resources, during which she has developed a track record of building trusted relationships, executing effective social media and recruitment campaigns, identifying opportunities for process improvement, and supporting multiple executives concurrently. Through this experience, she has become adept at planning strategy, paying close attention to detail, and applying critical thinking to resolve problems.

Trina most recently worked in Human Resources for an oil and gas start-up company, where she onboarded over 300+ employees, and managed payroll and the recruitment process. Trina was instrumental in building HR processes from the ground up by creating a highly effective interview certification process that was adopted company-wide, independently initiating a successful onboarding process, and overseeing all HR administration.

Trina holds a degree in Communications (broadcast and corporate) from Elon University with a minor in Sociology and expects to graduate this year (2023) with an MBA at Syracuse University. She is from Washington, D.C., and currently resides in Orlando, Florida, with her family.



# Samantha Ready

## Account Executive

Samantha Ready is an Account Executive with over eight years of experience working alongside executive teams.

Samantha is highly organized and detail-oriented, with a proven ability to effectively communicate with our clients, successfully anticipate needs, consistently meet project deadlines, provide executive-level support, and facilitate smooth operations and successful project deliverables.

Samantha is a powerful force in the workplace, and her dedication to helping others has earned her many virtual assistant certifications. Samantha is inspired daily by her family and friends, and in her free time likes to read, cook, and play with her rescue dog.



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