



BIOGRAPHY

RACHEL FRIEDMAN

OVERVIEW

Rachel is Founder + CEO of TENFOLD and TENSPLACE. TENFOLD is a culture strategy and creative firm that builds brands through culture by leveraging what makes them truly unique and special. The company's award-winning solutions bring company culture to life through omni-channel activation in the physical, digital and experiential space. TENSPLACE is a dedicated space that leverages TENFOLD's design approach to create in-real-life experiences for online brands. TENSPLACE features one brand at a time in an experiential 'show' for 2-months. This revolving brick-and-mortar concept is a completely new shopping experience and acquisition platform that is changing the way consumers engage with DTC brands.

TENFOLD and TENSPLACE solutions incorporate brand and culture strategy, environmental graphic design and interactive digital-display technology to create spaces that educate, inform and inspire, connecting people to place in a meaningful way. As an entrepreneurial start-up in 2014, TENFOLD has quickly become an industry-leading, award-winning firm. In 2018 and 2021, TENFOLD received Best of Show honors from the American Advertising Federation. The company was also named to the prestigious Inc. 500 in 2018 and Inc. 5000 in 2019 as one of the fastest-growing private companies in the nation. Rachel has also been a three-time recipient of Business First's C-Suite Award for Most Admired CEO. The award recognizes excellence and integrity. TENFOLD brings the brand and culture story to life for clients like ESPN, NBCUniversal, BlackRock, The Columbus Crew, Big Lots and Huntington National Bank among many others.

PROFESSIONAL AND EDUCATIONAL CAREER

Rachel's professional career spans nearly 30 years. She graduated from The University of Michigan in 1992 with a Bachelor of Fine Arts in Design, and began her career as a designer. In 1997, Rachel joined the furniture industry innovator Herman Miller as Manager of Global Accounts. While helping Fortune 500 clients align their workplace strategies with their business strategies, she discovered that her true passion was business in addition to design. As a result, in 2000 she enrolled at The Ohio State University Fisher College of Business, earning her MBA in 2002. By 2006, Rachel was working with contract interiors provider Continental Office Environments as Executive Vice President, Marketing and Sales. She resigned from the \$120M company in 2014 to pursue her dream of founding and developing her own businesses.

SPEAKING ENGAGEMENTS

- The University of Michigan, Stamps School of Art and Design – Featured Panelist
- NAWBO – National Association of Women Business Owners – Featured Keynote
- Techstars Columbus Startup Week – Featured Keynote
- The Ohio State University, Fisher College of Business – Lecturer for Urban Meyer's Leadership and Character Class
- Columbus Business First – Featured Panelist
- eXsummit Conference – Featured Keynote
- Women of Influence Podcast – Interview
- eXsummit Podcast – Interview
- Cbuzz Podcast – Interview

AWARDS AND RECOGNITION

- Small Business Leader Award, The Columbus Chamber of Commerce, 2020
- C-Suite Awards, Most Admired CEO, Columbus Business First - 2018, 2019, 2020
- Small Business Leadership Award Finalist, Columbus Chamber of Commerce - 2019
- EY Winning Women – National Finalist 2019
- Selected to Harvard Business School's Young American Leadership Program June 2020
- Alumni Hall of Fame, Bexley High School, 2019
- Columbus Business First, Forty under 40, 2009

BOARD SERVICE

- The Ohio State University, Fisher College of Business Alumni Board
- Columbus Chamber of Commerce, Board Director
- LifeSports, The Ohio State University, Board Director
- The University of Michigan, Stamps School of Art and Design, Alumni Board