



YENMA HERB

CAPM®, CDMP/PCM®

Systems Innovation Manager | Information Technology

CONTACT >

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EDUCATION

B.A. International Relations,
Ursinus College

FIRM POSITION

Tasked with identifying new opportunities, fostering creative thinking among team members and overseeing innovative projects across the firm, Yenma brings a fresh perspective to RKL's strategic vision. As Systems Innovation Manager, her emphasis on cross-functional teamwork aims to cultivate an environment where new ideas aren't just welcomed but actively encouraged.

PROFESSIONAL & BUSINESS HISTORY

Yenma joined the firm in October 2018, bringing with her more than 15 years of digital marketing expertise in the Central PA area. Having spent the majority of her career on the agency side, Yenma has successfully assisted clients at the local, regional and national levels across a diverse range of industries.

During her time at RKL, Yenma has not only contributed significantly to the marketing department, but also played a pivotal role in driving innovation by streamlining processes firm-wide. Her passion for technology has led her to research, identify and implement various solutions, including the CRM and marketing automation platform. Yenma's commitment to enhancing efficiency and embracing technology has made her an invaluable asset to the team.

PROFESSIONAL ACTIVITIES & MEMBERSHIPS

- Project Management Institute (PMI), Member

PERSONAL

Yenma and her husband Ryan reside in Harrisburg, PA, with their three Labradors, Crixus, Penny and Clifford. She loves photography, traveling, wine tasting and spending time with her family.