



YENMA HERB

CAPM®, LSSBB®, CDMP®

Systems Innovation Senior Manager | Information Technology

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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 Senior 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 leading the firm's innovation efforts. She leads RKL's innovation team, where she drives firm-wide initiatives that simplify processes, elevate efficiency and enhance the client and team member experience. With a passion for technology, project management and change management, she has guided the adoption of key solutions while shaping strategies around AI, automation and data-driven insights. Known for connecting dots and turning vision into action, Yenma helps position RKL at the forefront of innovation.

PROFESSIONAL ACTIVITIES & MEMBERSHIPS

- Project Management Institute (PMI), Member
- Prosci Change Practitioner

PERSONAL

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