



Rhea Allen | President/CEO Peppershock Media

General Bio

Rhea Allen, President/CEO and Co-Founder of Peppershock Media (est. 2003), is known for her story-telling passion and extreme diligence in obtaining effective media campaign results by planning and crafting relevant and compelling messaging. Also an in-demand integrative marketing consultant, national presenter, adjunct marketing professor at Boise State University, keynote speaker, and the host of a popular podcast that ranks in the top 10% globally. Rhea emphasizes team building and creating a culture that empowers her team to produce superb work for their clients, time and time again.

You might say that she facilitates her clients and crew through the creative process, but what she really does is have fun!

Rhea has over 20 years of experience in the industry, including a television news & promotions background in the Treasure Valley, as well as experience working in the top-12 market in Seattle. She provides investigative, documentary, testimonial and “edutainment” style to her celebrated work, and has performed professional marketing and creative production services all over the world.

Peppershock is headquartered in Nampa, Idaho, but works with fortune none, to Fortune 100 companies across the globe, building brands and bottom lines. Rhea and her husband Drew Allen, Co-Founder/ COO of Peppershock have two boys Emerson and Kaden, they enjoy spending time in the great outdoors, serving their community, and everything that life has to offer.

Creative Bio

Adjunct marketing professor, marketing expert, industry leader, popular podcast host, and national keynote speaker/presenter, Rhea Allen has nearly 20 years of experience

as a Culture + Branding Expert. She's the Co-founder, President/CEO of an award-winning creative and digital marketing/ad agency, Peppershock Media, the host of The Marketing Expedition Podcast (ranked among the top 10% most popular podcasts globally), the founder of The Marketing Expedition Community, and TheMarketingExpedition.com, a premium online subscription-based resource for Fortune-none to Fortune 100 companies.

Peppershock has performed professional marketing and creative production services all over the world. She and her crew will often hire freelancers to add to her team and work with creatives from many different mediums, capabilities and talents based on their client's needs. She has a distinct style in which she provides encouragement, coaching, and feedback to promote a supportive environment that facilitates the creative process. By taking advantage of many varying perspectives and strengths, Rhea and her team are able to empower their clients to pursue their goals of successful personal and/or professional brand creation. Rhea and her husband Drew Allen, who is also the co-founder of Peppershock Media, have two teenage boys and they enjoy the great outdoors and everything their community has to offer.

Corporate Bio

Adjunct marketing professor, marketing expert, industry leader, popular podcast host, and national keynote speaker/presenter, Rhea Allen has nearly 20 years of experience as a Culture + Branding Expert. She's the Co-founder, President/CEO of an award-winning creative and digital marketing/ad agency, Peppershock Media, the host of The Marketing Expedition Podcast (among the top 10% podcasts globally), the founder of The Marketing Expedition Community, and TheMarketingExpedition.com, a premium online subscription-based resource for Fortune-none to Fortune 100 companies.

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