

Reneé Amooore



Reneé Amooore, a force to be reckoned with, has made her presence known within the Philadelphia region, throughout the state of Pennsylvania, and on both national and international levels. As founder and president of The Amooore Group, Inc., a conglomerate consisting of four thriving entities, Amooore has earned a reputation as a knowledgeable and hard-working entrepreneur, healthcare advocate, and political advisor. As with all entrepreneurs, Amooore remains on a continuum for making things happen.

In December 2007, she made her debut into the literary world as a published author with her latest work, “The Elevator of Achievement: Determination Requires a Choice.” She knows all too well the importance of advancing your career through education for individual and organizational growth. Joining forces with a team of United States Marines turned business professional’s, Amooore continues to be inspired to lead the business marketplace into a greater state of excellence by providing the needed strategies that lead to optimal performance management. Developing the project to support the world of executive education, her work promotes performance management for personal enrichment and organizational leadership using an “elevator” as a metaphor to explain what it means for women to take the ride of opportunity to the top! By centering on vision, leadership and attitude, Amooore’s voice provides a blueprint for succeeding in a competitive world.

Amooore first struck out on her own in 1996 with Amooore Health Systems, Inc. (AHS), a company designed to contribute significantly to the improved delivery, service, and quality of healthcare in the United States. AHS has taken its mission abroad with the implementation of progressive health programs in Johannesburg and Cape Town, South Africa. In 1999, Amooore expanded her enterprise with the creation of 521 Management, Inc., which has grown to become one of Pennsylvania’s premier strategic communications firms. 521 Management’s mission is to provide services in government affairs, media and public relations, grassroots and community outreach, and corporate training. By 1999, Ramsey Educational Development Institute, Inc. (REDI) was on the scene. A non-profit agency, REDI provides a variety of services to children and adults throughout southeastern Pennsylvania. Programs focus on job readiness skills, social survival skills, and early intervention services for children. The fourth operation, Liberty Services, offers full-service construction, comprehensive facility, mechanical maintenance, engineering, and environmental services.

A longtime advocate of clinically-appropriate and cost-effective alternatives to expensive healthcare, Amooore began her foray into the medical field as a registered nurse with training at Harlem Hospital School of Nursing. A recipient of a bachelor’s degree from Antioch College and a master’s degree from Antioch University, Amooore has taken innovative approaches to assist individuals with behavioral health issues, addictive disorders, and mental retardation.

Amooore has always found it important to be an active participant in shaping her community. She became the first African American ever elected to the Upper Merion (PA) School District, serving as the board’s vice president for four years. An energetic and inspiring leader, Amooore has spent much of her adult years serving on numerous professional and community organizations. In addition to her appointments to the Franklin Institute Board of Trustees, she currently sits as a Trustee on Drexel University’s Board and Chair of the Personnel Committee.

Because of her ability to motivate an audience with stirring and lively speeches, Amooore is often in demand to appear on television and radio, sharing her insight on politics, economy, the state of healthcare, and women’s issues. Strong-willed and a proven leader, Amooore made history in 2004 when she became the first female and African American ever to chair a Pennsylvania delegation to the Republican National Convention. Her business savvy and positive standing within her community are just two reasons she continues to be a go-to person for government officials and business executives.

Amooore has been married to her husband, Joseph, since 1980. The couple has one daughter, Cherie.

Boards and Organizations

- The Free Library of Philadelphia Foundation
- The Greater Philadelphia Chamber of Commerce Executive Committee
- The Valley Forge Chamber of Commerce
- The Montgomery County Chamber of Commerce
- Schuylkill River Development Corporation (SROC)
- Federal Reserve Bank Advisory Board
- Heritage Society Board
- Nova Bank
- Drexel University Board of Trustees

Accomplishments and Awards

- 2001: Amooore accepted an invitation from Secretary of Labor Elaine L. Chao to sit on the President's Committee on 21st Century Skills Gap, which works to ensure that all American workers have fulfilling and rewarding careers
- 2002: George W. Bush, the 43rd President of the United States, named Amooore to the National African American Museum of History and Culture Commission, which laid the foundation for the creation of a national museum of African American history in Washington, D.C
- 2003: The Greater Philadelphia Chamber of Commerce, recipient of the Paradigm Award
- 2004: Allstate Foundation's "The Prestigious Sankofa Bird Award" (the highest public honor awarded for community service)
- 2004: Girl Scouts of Southeastern Pennsylvania "Take the Lead Award"
- 2005: Amooore chosen as one of seventeen CEO's to participate with Drexel University's "The CEO Agenda," understanding the reasons why certain companies are very well suited to meet competition and to be global leaders, where others are falling apart
- 2005: The Pennsylvania League of Women Voters awarded Amooore with their Civic Leadership Award
- 2005: Recognized by Drexel University's LeBow College of Business, University's leadership Award
- 2005: The Philadelphia Tribune's Philadelphia's Most Influential African American Award
- 2005: The Zeta Phi Beta Sorority, Inc.'s Woman of the Year Award
- 2007: Member, Pennsylvania Heritage Society Board (advocacy and fundraising association for PHMC)
- The Republican Women Leaders Forum's Evelyn McPhail Award for political activism
- The Coalition of 100 Black Women's Madame C.J. Walker Award
- The Euro-American Women's Council of Greece Artemis Award
- The Advocacy of Services to Children and Families in Need, CORA Award for Advocacy
- The Valley Forge Chamber of Commerce, Carl A. Beck Award for Entrepreneurial Excellence
- The Philadelphia Business Journal ranked The Amooore Group "one of the Top 25 minority-owned businesses"
- The Philadelphia Tribune's Philadelphia's Most Influential African American Award
- The Ebenezer Methodist Church's Excellence in Education and Achievement Award