

CETRA Employee Spotlight: Rich Ochab



What has 2 eyes, loves to bike ride and has a knack for writing award-winning bids? That would be CETRA's Proposal Manager, Rich Ochab.

Born in Northern New Jersey, Rich attended Franklin & Marshall College in Lancaster, Pennsylvania where he graduated with a degree in Government. For a brief stint following graduation, Rich moved out to Colorado where he took advantage of his freedom and developed a passion for skiing. When he made the move back to reality (otherwise known as New Jersey) he started his professional career at a small Public Relations agency near his hometown. For the next 8-10 years he honed his communication skills working on everything from small non-profits to large, national companies by writing press releases, handling media relations and

supporting advertising efforts. Feeling like he was ready for the next step in his career, Rich pursued an opportunity at Philadelphia's Drexel University- School of Public Health. During his time at Drexel, Rich established the school's communication office, while also supporting student recruitment, academic programs and the development office. His work paid off in kind-doubling both the number of students as well as the number of academic programs offered. In addition his work increased alumni engagement through a comprehensive campaign that resulted in the school raising enough money to move to a new building on campus. His next career move took him to an sustainability company, helping to establish their marketing & sales funnel, CMS and advertising & promotion strategy.

Lucky for us, Rich then found CETRA. Excited by the prospect of working for a new industry and applying his institutional knowledge to a growing business, he was no doubt the perfect fit. "I was really drawn to the small business aspect of the company.. I liked the idea that CETRA is more personal and that I could have a direct part in seeing the company grow and evolve. I was also really excited by all of the 'Doing Good' philanthropic activities they engaged in as I am very passionate about giving back myself." says Ochab. Although Rich has only been a member of the team since June 2015, the results of his efforts in the institutional & government space are easy to be seen. His writing abilities and enthusiastic attitude have helped to secure many significant contracts, and have also contributed greatly to marketing support and business development efforts worldwide.

Outside of work, Rich is a bicycling enthusiast and loves doing anything outdoors- hiking, skiing, playing hockey, canoeing and kayaking to name a few. He is also a big New York Rangers and New York Giants fan, a passion he shares with his two children, ages 5 & 7.