

WINSPIRE

MAGAZINE

Global
Ambassadorship

Empowerment
Advocate

Mrs. World
America & Mrs.
World America
Fitness 2023-24

Forbes Author
"Chasing The
Impossible"

Multi-Faceted Success

ENTREPRENEUR | BUSINESS STRATEGIST | MOTIVATIONAL
SPEAKER | DRIVING EXCELLENCE IN EVERY ENDEAVOR

Kids On
The Move
CEO

Rachelle Rutherford

CEO AT KIDS ON THE MOVE | MOTIVATIONAL SPEAKER | FORBES BOOKS AUTHOR OF
CHASING THE IMPOSSIBLE | LIFE & BUSINESS STRATEGIST | MRS. WORLD AMERICA | MRS.
WORLD AMERICA FITNESS | RUNWAY & FITNESS MODEL

Rachelle Rutherford's *Biography*



Rachelle Rutherford is the CEO of Kids on the Move (KOTM), a multimillion-dollar non-profit organization based in Orem, Utah, serving children with developmental delays and disabilities. Rachelle believes every family deserves the very best we have to offer and is committed to offering the highest quality of services and support to shoulder their challenges with them.

In addition to leading and consulting in executive offices for over a decade, she has held the dual titles of Mrs. World America and Mrs. World America Fitness 2023-24, holds the title of Mrs. World International Fitness 2024-25, and co-hosts the Purpose Powered Podcast. Her prestigious career has included stints at Sprint (now T-Mobile), Family Search.Org, international universities, Prevent Child Abuse Utah, and more. With her debut book *Chasing The Impossible*, published with Forbes Books, launching on October 1st, 2024, she will also add the title of author to her long list of titles and accomplishments.

Living in Lindon, Utah, Rachelle balances her professional commitments with her most important roles as a wife and mother to six amazing children. Her ability to juggle multiple responsibilities while maintaining a focus on what matters most — family, growth, and making a difference — is a testament to her strength and character. Rachelle's life is an example of how dedication to personal and professional excellence can create a positive impact on the world around us.

Rachelle lives intentionally and with a drive to be the best she can be in every aspect of her life. She dares to go into the unknown and take risks, and she encourages her children to do the same. She endeavors to live a life without regrets, and her goal heart is to empower everyone she encounters to create a bigger impact.

Rachelle's philosophy is simple yet profound: anything is possible when you dare to face your fears, have the audacity to bet on yourself, and be determined never to give up. The results have spoken for themselves. Every day, she is a standard bearer of what it means to live a life of intention and commitment to personal growth.



"Leadership is not just about steering the ship; it's about inspiring others to join you on a journey of continuous improvement and unyielding dedication. Every challenge is an opportunity to elevate, every setback a lesson to grow stronger. Embrace the impossible, and you will discover the extraordinary within you."



Rachelle Rutherford
CEO, Kids On The Move



A Life of Overcoming Obstacles

Rachelle's journey is one of resilience and determination. Raised in West Jordan, Utah, she learned the value of a dollar and hard work very young when she started helping her father and siblings on construction sites in elementary school. When you grow up in a low-income household, nothing comes easy. Abuse in her home forced her to leave and provide for herself at just 16. As a result, she learned a lesson that would define the trajectory of her life: if you have a goal and work towards it with diligence and excellence, there is absolutely nothing you cannot accomplish.

Despite these challenges, she would go on to earn dual undergraduate degrees in business management and finance, as well as a master's degree in business administration. Yet her journey of overcoming impossible obstacles was just beginning.



In part, due to her own childhood experiences, Rachelle has become a staunch advocate for protecting vulnerable children. She has served on the Prevent Child Abuse Utah board for over a decade and used her participation in pageantry to advocate for her cause, "Defend Innocence," both of which work towards the prevention of child sexual abuse through education. She has held the dual titles of Mrs. World America and Mrs. World America Fitness 2023-24 and holds the title of Mrs. World International Fitness 2024-25.

Whether in her advocacy work or her career, Rachelle's gift for reverse engineering her success has made her a sought-after mentor, thought leader, and speaker. As the co-host of the Purpose Powered Podcast, she uncovers the principles that she and other successful leaders have been able to implement to create change effectively through the power of resilience, accountability, and belief.

Rachelle acknowledges that for many of us, challenges and tragedies that are not our fault can make us feel as if we are victims of life's circumstances. She often explains, "When we recognize we are called to more, there comes a moment when we must reject the notion that we are not powerless over life's course and instead choose to be the creators of our own lives. When you turn and face your fears, greatness is waiting on the other side."

Often encouraging clients that they are called to create a more significant positive impact in their communities, she helps them to begin thinking in terms of the legacy they want to leave behind and how to make that dream a reality.



Entrepreneurial Spirit

Rachelle's entrepreneurial spirit is a driving force behind her success. As the founder of Elevated Capital Consulting and Elevated Executive, she has built a reputation as a business strategist who delivers results. With over 20 years of executive leadership experience across diverse industries—including commercial real estate, education, information technology, and telecommunications—Rachelle has a proven track record of driving revenue growth and profitability.

Her expertise in data analytics and strategic planning allows her to optimize business operations and achieve significant results. Whether she's working with startups or established companies, Rachelle's ability to identify opportunities for growth and implement effective strategies sets her apart as a leader in the business community. She is known for her hands-on approach, working closely with clients to understand their unique challenges and develop customized solutions that drive success.

Rachelle's entrepreneurial ventures reflect her commitment to excellence and her passion for helping others succeed. She is constantly seeking new challenges and opportunities to apply her skills and knowledge, always with the goal of taking businesses to the next level. Her work as a business consultant and strategist is a testament to her ability to make a lasting impact on the companies she works with and the people she mentors.

Taking the Helm At KOTM



Rachelle Rutherford first became involved with Kids on the Move (KOTM) as a Board Member and then COO. In 2021, she was hired as the CEO, and with her strong leadership skills and business and operational experience, she quickly became an asset to the organization. She brought strategic vision and operational skills to KOTM. Her implementation of KPIs, detailed planning and execution, and ability to navigate complex and high-stakes circumstances have allowed the organization to double its operating capital within three years while providing more services for children at the highest level of quality. She blends the ability to understand and execute highly regulated federal and state grants with a strong business and entrepreneurial mind.



One of the many remarkable achievements of Rachelle's tenure includes successfully getting the Utah government to require insurance companies to reimburse patients for autism services after a successful pilot with Medicaid clients. Thanks to the doubling of its operating capital, KOTM serves over 3,100 children annually through its expanded six pillar programs: Autism Center, Early Head Start, Early Intervention, Family Support Services, Preschool and Child Care, and Respite Care. These programs are designed to address children's cognitive, physical, emotional, and social development while supporting their families' overall health and well-being.



Looking To The Future

KOTM has been awarded Best of State winner in Special Education for seven years, with four of those years under Rachelle's leadership. Rachelle is a winner of the CXO 2.0 Conference Business Leadership Excellence Award for 2024 and was awarded as 10 Best CEOs of 2024 with Industry Tech Outlook. Additionally, she has been featured in Utah Business as a 2024 Most Influential Honoree, 8 Visionary Women Setting New Standards of Success by Fab World Today on MSN, Utah Valley's Fab 40 Magazine in the March/April 2022 edition, and holds a Global Ambassadorship with Winspire.

While each of these awards is incredible, Rachelle is showing no signs of slowing down, especially as the community's need for special needs services and support continues to rise at an alarming rate. As KOTM celebrates 40 years of service, Rachelle is leading the organization into a new era with the introduction of a revolutionary care model. This innovative approach is designed to provide comprehensive, all-in-one care for children and their families, addressing the gaps in services that many parents face. This includes building a state-of-the-art Center of Excellence that will redefine the standards of child and family support. The new facility will integrate education, medical care, and family support services under one roof, creating a holistic environment where children can receive the best possible care. Rachelle is dedicated to closing gaps in services and providing a holistic approach to care, ensuring that every child and family can thrive.



At the heart of this model is the Family Support Services program and the Comprehensive Service Coordinators—dedicated staff members who work closely with families to design and implement personalized care plans that meet their unique needs. These coordinators will oversee the child's education, medical services, and family support, ensuring that every aspect of the child's development is addressed. This inclusive and innovative approach sets a new standard for childcare, positioning KOTM as a national leader in the field that has often lacked innovation. Rachelle's vision is to create an environment where children and families can thrive, supported by comprehensive programs and a coordinated services network that are driven by passion and empathy.

As KOTM continues to empower families and transform lives, your support can help them tremendously. To make a financial donation, please visit KOTM's donation page at kotm.org/donate and choose the option that best fits your giving goals. If you'd like to share your time and skills to support their programs, you can learn about volunteer opportunities at kotm.org/volunteer-portal or contact them directly at volunteer@kotm.org.

A Call To Action

You can learn more about Rachelle Rutherford's inspiring journey and the inspiring work being done at KOTM when you purchase her book, "Chasing The Impossible" at chasingtheimpossiblebook.com.



It is a deeply personal and inspiring account of building Kids on the Move, but goes on to share the heart-wrenching challenges faced by families navigating a system often ill-equipped to support their children. These are the stories that have inspired KOTM's new program, and their new capital campaign, Hope In Motion (kotm.org/hope-in-motion). With raw honesty, she reveals the isolation and stress these families endure. Yet, amidst adversity, she illuminates their power of hope and determination.

Chasing The Impossible is available now through Forbes Books, Amazon, and local bookstores. By supporting KOTM and engaging with Rachelle's work, you become part of a movement dedicated to creating positive change. Rachelle inspires readers to join the movement for a future where every child, regardless of their ability, has the opportunity to learn, grow, and thrive.

Transforming Challenges into Opportunities

Rachelle's relentless drive is evident in her continuous quest for improvement and her ability to turn challenges into opportunities. From her early days overcoming personal adversities to leading a multimillion-dollar non-profit, Rachelle's life is a testament to the power of resilience and strategic vision. Her success as an author and business strategist further underscores her ability to inspire and lead across multiple domains.

In every facet of her life, Rachelle embodies the spirit of empowerment and growth. Her story is a reminder that with relentless drive, curiosity, and a commitment

to improvement, we can overcome obstacles and achieve our highest potential. Rachelle's unwavering belief in chasing the impossible and her dedication to making a difference inspire us all to pursue our goals with the same passion and determination. As she continues to push and break through boundaries and redefine success, Rachelle remains a shining example of what it means to lead with purpose and heart.



A professional portrait of Rachelle Rutherford, a woman with long, wavy blonde hair, wearing a black blazer over a white top and black heels. She is smiling and looking towards the camera. The background is a solid grey. A gold-colored L-shaped graphic element is in the top-left corner. A dark blue rectangular box is positioned in the lower-right area, containing her name and title.

RACHELLE RUTHERFORD

CEO at Kids On The Move | Motivational
Speaker | Forbes Books Author of Chasing
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Strategist | Mrs. World America | Mrs.
World America Fitness | Runway &
Fitness Model