

Marta Ronquillo Newhart

PUBLIC COMPANY DIRECTOR | FORTUNE RANKED C-SUITE EXECUTIVE | GLOBAL BUSINESS STRATEGIST | MARKETING & SALES STRATEGY | DIGITAL & AI TRANSFORMATION | M & A



Significant public company executive leadership experience and a deep understanding of strategic challenges in global, highly regulated, and technology-driven manufacturing industries. Her career and board service span Aerospace, Medical Device, Multi-Industrial, and Energy sectors. She has deep experience navigating complex regulatory environments, in periods of extreme business volatility and stakeholder expectations. With three decades of experience in global Fortune 100-ranked business strategy, B2B Sales, digital transformation, marketing, and risk management, Marta has played a key role in value creation within these highly competitive industries.

Adept at large-scale business transformations and turnarounds, and returning companies to profitability. Before her role at Westinghouse, she held executive and C-suite positions at Medtronic, The Boeing Company, and Johnson Controls. Her expertise in growing medical device markets at Medtronic and in business development at Boeing led her to create the strategic account initiative at Johnson Controls, aimed at improving access to global markets and enhancing sales effectiveness within critical accounts.

She has held leadership positions as the Business Strategist, Chief Marketing Officer, Chief Communications Officer, B2B Sales, and Brand Officer for some of the world's most respected companies, guiding them through major business model shifts, mergers, acquisitions, and digital transformations.

Her career has taken her worldwide, including expat assignments in Beijing, China; Buenos Aires, Argentina; and B2B manufacturing in Mexico. Marta has consistently delivered bottom-line results in these complex industries. Notably, she played an integral role in the strategy, execution, and integration of seven acquisitions in just eighteen months at Westinghouse, as well as the \$11 billion acquisition of Tyco at Johnson Controls and the \$13 billion acquisition of McDonnell Douglas at Boeing.

Most recently, Marta served as the Global Chief Marketing, Communications, B2B Sales, and Brand Officer for Westinghouse Electric Company, where she significantly enhanced the company's business model and strategy integration and its market capitalization before the sale of the company, while also serving as an enterprise-wide leader in the C-Suite. She is currently a member of APCO's International Advisory Council, providing consulting expertise in global manufacturing and market expansion.

Marta has a bachelor's degree in business and international communications from the University of Washington in Seattle and an MBA from Pepperdine University in Malibu. She holds the Digital Directors Network Systemic Cyber Risk Governance certification and Harvard's AI Certification for Directors.

Board Experience

Lincoln Tech (Nasdaq: LINC) – Board member, Nominating Governance and Comp Committees **2024 – Present**

Page – Board member, Nominating Governance Committee **2014 – Present**

Suntricity – Early-Stage Photovoltaic technology, solar energy company, 2012 - 2014. The company was sold.

Economic Development Council – Nominated by the Mayors of Long Beach, California, and Boulder, Colorado to serve on their city's councils **2009 – 2015**

Special Olympics – Board member, Nominating Governance, and Finance Committees **2008 - 2023**

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