

Michelle Rider

C-Suite Executive and Board Member

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Board Assets

Global Growth Go-to Market Strategy
Strategic Marketing
International Marketing
Regulatory and Compliance
Technology/AI
Finance
Nominating and Governance

Thought Leadership Speaker

Navigating the AI Revolution

Inclusive Branding (Forum for Healthcare Strategies)

Building Go-to-Market strategies (National Institute on Aging and Tech Star)

Education

MBA from Kellogg School of Management, Northwestern University

B.S. in Economics from San Jose State University

UC Santa Clara BCBR

Overview

Michelle Rider is an experienced C-suite executive and board member with more than 30 years of strategic marketing expertise. She has a strong command of the healthcare, consumer packaged goods, SaaS, and AI industries. Her expertise lies in driving transformative change and crafting marketing strategies across B2B, B2C, and B2B2C channels, both domestically and internationally, and contributes to the company accomplishing its strategic goals.

Board Experience

Michelle serves as the Board Chair Northwestern University, Kellogg DFW Alumni Network. She is also an Executive Board Member for the Humanity Talent Network and the Chairs the Nomination and Governance committee. Additionally, Michelle is. and Advisor to the Dallas Entrepreneur Center. In 2023, Michelle was recognized as one of the Top 50 women to watch for corporate boards by 50/50 Women on Boards.

Professional Experience

Michelle has extensive experience in Regulatory Risk Assessment and with Mergers and Acquisition integration including playing a key role in Kaiser Permanente's acquisition of Sutter Health and aiding in the pre and post integration of Amazon's acquisition of One Medical. She developed marketing strategies and narratives for public offerings of such as Teladoc and MDLIVE, contributing to MDLIVE's revenue growth from \$300 million to \$2.7 billion in two years.

Her strategic work includes developing growth initiatives for companies like Amazon, Teladoc, Coca-Cola, CVS/Aetna, and Abbott Labs leading to increased brand recognition and customer engagement.

In her role at UnitedHealthcare as Chief Marketing Officer, Michelle has also managed regulatory and compliance issues across different sectors, ensuring that business initiatives meet industry standards and practices.

Personal

50/50 Women on Boards-
Board Ready Boot Camp

Michelle currently resides in the greater Dallas Ft. Worth area. She is an avid traveler and photographer of architectural structures.

Additionally she founded an interior decorating company which has been thriving for 12 years