



## MICHELLE RIDER, MBA

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EXECUTIVE LEADERSHIP | GLOBAL STRATEGY | TECHNOLOGY | BRAND EXPANSION

**Industry Expertise:** *Healthcare & Life Sciences (20 years) | Consumer Packaged Goods & B2B Strategy (25 years) | Technology & Artificial Intelligence (12 years)*

### BOARD PROFILE

Michelle Rider Michelle Rider is a C-suite executive with 20+ years of experience leading innovation, growth strategy, and brand expansion for iconic companies including Amazon (NASDAQ: AMZN), Aetna (NYSE: CVS), and Coca-Cola (NYSE: KO). As a senior leader, she has worked closely with corporate boards and executive teams to drive business model transformation, platform scale, and market entry. Her board-facing expertise spans AI and emerging technologies, M&A, regulatory strategy, and multi-sector expansion across healthcare, technology, and consumer industries.

### STRATEGIC VALUE TO BOARDS

#### BOARDROOM CONTRIBUTIONS & OVERSIGHT EXPERIENCE

- Presented growth forecasts, brand investments, and digital platform strategies to board members and committee chairs during enterprise transformation.
- Collaborated with audit, innovation, and compliance committees to align oversight with market expansion, regulatory risk, and valuation strategy.
- Led integration of nine legacy data systems into SAP; delivered a successful board-approved go-live that improved enterprise-level visibility and control.
- Advised on aligning long-term brand, pricing, and innovation strategies with shareholder value expectations.

#### TECHNOLOGY, ARTIFICIAL INTELLIGENCE & INNOVATION GOVERNANCE

- Strategic Advisor to \$75M AI firm; guide commercialization, governance frameworks, and responsible AI adoption for C-suite and municipal leadership.
- Built HIPAA-compliant health data platform reaching 40M+ Aetna members; implemented predictive analytics to support decision-making and payer strategy.
- Collaborated with regulatory and risk leaders on cybersecurity and technology adoption to support compliant, scalable innovation.

#### TURNAROUND LEADERSHIP & VALUE CREATION

- Rebuilt commercial operations and stabilized performance following C-suite turnover, contributing to a \$2.7B company sale.
- Retained \$50M+ in high-risk contracts by reversing client churn and executing enterprise-level retention and renewal strategies.
- Advised PE and VC portfolio companies on growth resets, scale strategy, and market reentry across businesses exceeding \$5B in value.

#### REGULATORY STRATEGY, RISK & MARKET ACCESS

- Guided C-suite and legal teams through regulatory strategy aligned to HIPAA, SEC, ADA, and FDA standards for digital and AI-powered platforms.
- Briefed compliance committees and boards on market entry risk, data governance, and healthcare payer strategy across healthtech and SaaS platforms.
- Negotiated enterprise pricing, payer engagement, and market access to support commercialization and platform expansion.

## CURRENT BOARD AND ADVISORY APPOINTMENTS

- **President & Nominating Committee Chair**, Kellogg School of Management Texas Alumni Network (2020–Present)
- **Strategic Operating Advisor**, 2Flo Ventures – \$85M bioscience venture firm (2024–Present)
- **Strategic Advisor**, WhiteGloveAI – \$75M AI commercialization and governance firm (2024–Present)
- **Mentor**, TechStars – Global startup accelerator supporting digital health and SaaS founders (2020–Present)
- **Executive in Residence**, Endeavor Management – Strategy advisor to C-suite leaders across health and tech sectors (2023–Present)
- **Named one of the Top 50 Women to Watch for Boards**, 50/50 Women on Boards (2023)

## EDUCATION

- **MBA, Marketing and Management Strategy** – Kellogg Graduate School of Management, Northwestern University, Evanston, Illinois
- **B.A., Economics** – San Jose State University, San Jose, California
- **Board Readiness Certification** – University of Santa Clara, Santa Clara, California