

BROOKE W. EFFRON

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BUSINESS GROWTH & DEVELOPMENT | STRATEGIC & ORGANIZATIONAL STEWARDSHIP | CHANGE MANAGEMENT | ESG

BOARD BIOGRAPHY



INTRODUCTION: With over 25 years of expertise, Brooke Effron's strategic leadership has driven profitable growth and transformative change for start-ups and Fortune 500 companies alike. Her unique blend of business and marketing acumen combined with customer-centric innovation has reshaped brands, solved complex organizational problems, and extended reach across diverse industries such as consumer packaged goods, healthcare, media, and technology. Having presented to and influenced a multitude of diverse Boards, she offers unique value and perspective to consumer-focused, private growth-stage corporations and would be an ideal independent board member.

ENTERPRISE PORTFOLIO OVERSIGHT/ BUSINESS INTELLIGENCE: Brooke's impact spans across large consumer brands in the Food & Beverage sector. She has launched portfolios worth nearly \$500MM for Lipton, identified production savings of over \$100MM for Diageo (NYSE: DEO), and increased the dairy and plant-based F&B category share of Dannon (OTCMKTS: DANOW) by +2%. Her deep understanding of diverse audiences and experience with corporate messaging has amplified brand reach and visibility.

STRATEGIC TRANSFORMATION/ M&A/ CRISIS MITIGATION: Brooke has delivered strategic advice to C-suite executives across various categories. Noteworthy accomplishments include orchestrating a multimillion-dollar municipal revitalization plan for Tulsa, OK, managing \$125MM merger communication for Teladoc (NYSE: TDOC), and reshaping the organizational structure of a global security firm with over 5,000 employees. She also redirected and expanded the market scope of three major B2B, PE-backed technology portfolio companies.

PRODUCT INNOVATION/ BOARD ADVISORY: In addition to launching substantial international businesses, Brooke has driven growth for early-stage, founder-owned CPG manufacturers with cutting-edge product introductions, improving communications, expanding customer segments, and resolving managerial obstacles. Brooke also serves as a Board Advisor to three start-up F&B companies.

TRUSTEE: In her capacity as an Executive Auxiliary Board member at the Mount Sinai Health System, Brooke undertakes critical responsibilities. As Assistant Treasurer, she ensured fiscal stability, and as Secretary, she navigates key governance issues. Her dedication extends beyond healthcare to education, particularly in helping underserved communities as Class Agent for Princeton University's Annual Giving Fund. And Brooke fosters the CPG/ Wellness Industry through her work as a Co-Founder and Governing Council Board Member of The Well, a mission-driven network for business advancement via access, education, and mentorship.

BACKGROUND/ EDUCATION: Prior to starting her own firm, Brooke was employed in senior level marketing positions within numerous food categories at Unilever (NYSE: UL). She earned an AB (*cum laude*) from Princeton University and a MBA from The Wharton School of the University of Pennsylvania.