

RESUME OF KENNETH MENDEZ

EXPERIENCE

ASTHMA AND ALLERGY FOUNDATION OF AMERICA **January 2018-Present**
President and Chief Executive Officer. Recruited to rebuild and to re-establish non-profit, leading patient organization for people with asthma and allergies, and the oldest asthma and allergy patient group in the world.

ADVAMED, INC. **2006-2017**
Senior Executive Vice President and Chief Revenue Officer. Ran all revenue-generating aspects of preeminent \$32mm medtech industry trade association. Spearheaded organization's strategic plan and new revenue initiatives. Partnered with CEO and board leadership to oversee staff implementation of strategic plan. Represent AdvaMed at conferences and forums with industry stakeholders.

TROUT UNLIMITED, INC. **1992-2006**
Executive Vice President and Chief Operating Officer. Managed daily operations with emphasis on strategic planning, fundraising, marketing, communications, and policy development for \$20mm national non-profit conservation organization. Reported to President and Board of Trustees. Led turnaround to record annual revenues and stable profitability from consecutive years of operating losses. Membership grew from 57,000 to 157,000 and 17% annual revenue growth.

THE WALT DISNEY COMPANY **1988-1992**
Business Development and Marketing Manager. Responsible for generating new growth opportunities through acquisition, startup, or licensing for Disney Consumer Products. Pursued ventures fitting Disney brand and promoted synergy with other Disney business units. Formulated strategic rationale and business plan for entry into the magazine publishing business and \$24mm direct marketing publishing unit. Led startup and acquisition of three magazine titles with a total of over 3.0mm in circulation (*Disney Adventures, Discover Magazine, Family Fun*).

MERRILL LYNCH CAPITAL MARKETS **1984-1987**
Associate, Asia/Pacific Investment Banking. Marketed Investment Banking Division products and services to sovereign and corporate clients in Pacific Basin. Key transactions included acquisition of Bank of Brunei by Dai Ichi Kangyo Bank, and Bangkok Fund, first mutual fund to invest in Thai securities.

THE FIRST BOSTON CORPORATION **1982-1984**
Financial Analyst, Corporate Finance Department. Focused on banking, thrift and financial institutions. Reviewed legal documents, developed marketing support, and performed merger and acquisition valuations. Part of client teams in IPOs, debt offerings, and fairness opinions.

EDUCATION

HARVARD SCHOOL OF PUBLIC HEALTH
Leadership Strategies for Information Technology in Health Care, May 2011.

COLUMBIA BUSINESS SCHOOL
M.B.A., Marketing and International Business, May 1988. Merrill Lynch Scholar.

HARVARD COLLEGE
A.B., American History and American Art, June 1982.