


AMY L. RONNEBERG

Chief Executive Officer

NMDP

500 N. 5th Street

Minneapolis, MN 55401



Mission driven executive leader with a focus on developing and translating an organization's strategy into a measurable, actionable plan. Adaptable and agile leader with over 25 years of experience known for developing strategic direction to drive future growth, aligning the organization to the strategies through financial and performance management, creating shareholder value and developing leaders.

AREAS OF EXPERTISE

Visionary and Strategic Leader	Profit and Performance Improvement
Growth Strategies and Management	Building and Motivating Teams
Strategic Alliances	Transformational Leadership
Operations Management	Business Development
Performance Management	Voice of the Customer
Value Creation	Change Management

PROFESSIONAL EXPERIENCE

NMDP – Minneapolis, MN 2013 - Present

NMDP is a global nonprofit organization that saves lives through cell therapy, managing the world's largest blood stem cell registry to connect patients with donors for life-saving blood cancer and blood disorder treatments. They provide support, resources, and fund research, connecting patients needing hematopoietic cell transplants with compatible donors from their network of volunteers.

Chief Executive Officer 2020 - present

- Developed a five-year strategic plan, reversing a decade of declining impact on patient's lives. Lives saved increased at more than double the rate of demand growth.
- Significant growth in impact for diverse patients—a 90% improvement leading to 25% of lives saved being from diverse populations by FY25.
- Established the Donor For All Program which included significant research findings under the ACCESS and OPTIMIZE Trials proving equal patient outcomes with a 6/8 or 7/8 mismatched donor to an 8/8 matched donor with the use of post-transplant cyclophosphamide. This resulted in patients having a 29% to 79% chance of finding a suitable donor to nearly 100% likelihood of finding a suitable donor.
- Led the organization through its national rebrand from Be The Match to NMDP to unify the organization under a single, comprehensive identity.
- Successfully led the organization during the pandemic from initial impacts through the continuing changing landscape resulting in “the best year in the history of the organization”. Exceeded all our key operating metrics including the number of lives impacted.

- Significantly increased employee engagement, even during the pandemic with over 90% of the organization working from home, resulting in an overall positive engagement score of 87%; a 17-percentage point increase from the previous survey.
- Created strong alignment throughout the organization to our mission, vision, strategic objectives and values; resulting in employees understanding how their work impacts the overall organizational results.

President, Be The Match BioTherapies

2016-2020

- Named the first-ever President of BTM BioTherapies, a wholly-owned subsidiary focused on expanding our product offerings. Developed and launched five service offerings to cell and gene therapy companies in research, clinical and commercial stages.
- Grew revenue over 250% in first year and continued growth of over 100% in subsequent years
- Successfully developed a clear and unifying mission and strategic plan to aligned the Board and organization

Chief Financial Officer

2013-2020

- Directly responsible for financial planning and analysis, accounting, facilities and real estate management, enterprise portfolio management office, marketing and communication, product development and new business development.
- Created an international strategy resulting in a newly formed subsidiary and first-ever international office in Mexico. Significant growth over three years resulting in achieving our strategic objectives one year earlier than planned.
- Transformed the marketing organization by creating organizational clarity and developing a digital skill set and leadership capabilities to deliver a new online target marketing strategy to attract the optimal donor. Experienced a 300% increase in traffic and a 100% increase in donors in one year.
- Established an enterprise portfolio management office to align the organization's projects and resources to successfully deliver the organization's strategic objectives and improve the organization's ability to evaluate, prioritize and allocate resources to strategic projects.
- Built a financial planning and analysis team responsible for identifying cost savings and revenue opportunities. Introduced an accurate forecast model resulting in consistently exceeding 98% accuracy.

Scout Media – Minnetonka, MN

2012 – 2013

Scout Media is a private equity-owned media company providing content, community and commerce to seven distinct areas of enthusiasm such as hunting, fishing and cooking.

Executive Vice President, Chief Financial Officer and Chief Operating Officer

- Directly led an organization of 100 employees. Responsible for finance, accounting, tax, treasury, operations (distribution and fulfillment center, remittance processing, letter shop), product procurement, customer service, legal, human resources and facilities functions.
- Introduced an organizational vision, mission, key values and key operating strategies to refine and refocus the strategic direction of the business.
- Restructured the organization to align leadership and departments to fully support the strategic vision and grow revenues while reducing costs by \$2 million annually.
- Executive sponsor for the successful ERP implementation of EPICOR financials, procurement, inventory management and production.

- Designed and implemented a new budget process, resource allocation, expenditure authorization and financial decision support. The revised budget process resulted in the development of operating building blocks to achieve a 150% increase in profitability.
- Development of long-term value by channel and club to increase revenue, increase the return on investment and drive pricing decisions.

Capella Education Company — Minneapolis, MN 2000 - 2012

Capella Education Company (Nasdaq: CPLA) is an exclusively online post-secondary education services company offering a variety of doctoral, master's and bachelor's programs in several disciplines. During my tenure, the organization grew from \$15.8 million in revenue and \$11.9 million operating loss to \$430.0 million in revenue and \$80.0 million in operating profit.

Vice President of Operations and Customer Services 2011 - 2012

- Led an organization of over 200 employees, with ten direct reports. Responsible for enterprise wide operational and customer service including all of the transactions and processes related to billing, collections, financial aid, customer records management, faculty and course scheduling, customer complaints and the customer call center.
- Successfully re-engineered the supply and demand process related to course scheduling and faculty scheduling resulting in revenue growth, increased efficiency, customer and faculty satisfaction and significant cost savings.
- Developed a cross functional team responsible for the design of a new faculty pricing structure to incent key behaviors to increase revenue and customer satisfaction while providing cost savings to the organization.
- Restructured the operations of the company and developed key department strategies and metrics resulting in a significant improvement in employee morale, increased customer satisfaction, increased revenue and a reduction of the cost structure.

Vice President of Finance and Chief Accounting Officer 2005 - 2011

- Leader of all aspects of Finance including Accounting, Financial Planning & Analysis, Treasury, Tax, Capital Structure Planning, Risk Management, Reporting, and Facilities.
- Member of the leadership team that drove 124% increase in revenue and a 330% increase in profitability during a five-year period.
- Key member of the team responsible for the successful completion of the company's initial public offering in 2006 and secondary offering in 2007. Leadership in the S-1 filing, development of SEC reporting processes, policies and practices and oversight of the Disclosure Committee, which resulted in a 380% increase in market capitalization.
- Created the first ever Sarbanes-Oxley 404 program and risk management strategy resulting in a compliance-driven organization with exemplar SEC results.
- Successfully spearheaded a \$25 million international acquisition by leading the financial due diligence, accounting integration and financial and tax strategic planning.
- Initiated the completion of the company's first ever \$100 million revolving credit facility with several banks, including the introduction of three new strategic banking relationships.
- Liaison for the executive team to the Finance Committee and Audit Committee of the Board of Directors.
- Developed tax planning strategies resulting in a 500 basis point effective tax rate decrease.
- Established a successful capital allocation strategy including a \$100 million share repurchase program to maximize shareholder returns.

- Successfully led a key organizational initiative to re-engineer the end-to-end customer's financial aid experience. Delivered results by collaborating with business leaders across the organization to implement changes resulting in revenue growth, improved customer satisfaction and employee morale, over a \$1 million reduction in annual costs and increased compliance with the Department of Education.
- Successfully implemented several PeopleSoft ERP modules to streamline processes and fully integrate the financial close, budgeting, billing, collections, compensation and expense reimbursement processes to support the company's future growth projections.
- Designed a data-driven profiling of customers based on financial attributes to determine customized processes by customer segment, resulting in a twenty percent reduction of days' sales outstanding and one of the lowest bad debts expense as a percent of revenue in the industry.
- Enhanced key strategic relationships resulting in cost savings and increased service levels for learners; this included leading the re-negotiation of our building lease resulting in approximately \$1 million of cost savings annually.
- Investment Committee Chair managing over \$150 million in assets.

Director of Financial Planning and Analysis

2003 - 2005

- Led the development of a dynamic financial model to forecast customer revenue and cost of sales by product line to increase analytical tools and predictability resulting in an 80 percent improvement of forecasting accuracy.
- Provided financial leadership for achieving operational goals to increase profitability and improved return on investments, resulting in a 35 percent combined annual growth rate for revenue and a 91 percent combined annual growth rate for operating income.
- Designed and implemented five year financial plans, annual operating plans and quarterly forecasts resulting in a shorter planning and forecasting calendar which facilitated enhanced and timely decision making.

Corporate Controller

2000 - 2003

- Reengineered the financial statement close process from twenty one days to six days.
- Built an accounts receivable collections department and developed customer credit policies resulting in a reduction of days' sales outstanding from fifty days to fourteen days.
- Led the development of a compensation system and billing system, resulting in a significant increase in customer and employee satisfaction.
- Assisted in the completion of two private equity financing rounds providing \$24 million.

Ernst & Young, LLP — Minneapolis, MN

1995 - 2000

Ernst & Young, LLP is an international public accounting firm providing audit, tax and consulting services to clients in a wide variety of industries. Key clients included Target Corporation, Best Buy Co., Inc., Dayton Hudson Corporation, Phillips Plastics Corporation, Capella Education Company and Shock Doctor.

Audit Manager

- Led financial and control audits of publicly and privately held companies ranging from start-up to Fortune 100 in the following industries: retail, manufacturing, medical device, education, agri-business and nonprofit.
- Performed merger and acquisition financial due diligence resulting in deal completion.
- Selected to deliver continuing education courses to staff throughout the country.

EDUCATION AND CREDENTIALS

Harvard Business School – Cambridge, MA
Corporate Director Certificate; 2024

Capella University — Minneapolis, MN
Masters in Business Administration degree awarded May 2005; graduated *4.0*

University of Wisconsin-Eau Claire — Eau Claire, WI
B.B.A. in Accounting awarded May 1995; graduated *magna cum laude*

Certified Public Accountant — State of Minnesota 1996

HONRS AND AWARDS

Minneapolis St. Paul Business Journal Executive of the Year 2024

PharmaVoice 2021 100 Most Inspiring People

The Medicine Maker Power List: Advanced Medicine 2021

Tiffany & Co. Hometown Hero Award 2020

Top Women in Finance- Finance & Commerce 2017

Minneapolis St. Paul Business Journal CFO of the Year 2016

Minneapolis St. Paul Business Journal Top Women in Business 2016

Minneapolis St. Paul Business Journal 40 Under Forty 2007