

Ronnee Ades

M: 732-241-2138
Marlboro, NJ 07746
Email: adesron5@gmail.com

BUSINESS GROWTH STRATEGY EXECUTIVE

Leadership roles in Business Development, Strategy, Consultative Sales

Drive focused profitable growth for company and clients through expertise in business strategy, consultative sales, and innovating customer-centric solutions. Multi-disciplined executive skilled in creating and leveraging internal and external relationships to deliver products and services that excel in highly competitive markets. Expert leader with innate ability to keep teams and organizations sharply focused on optimizing customer experience to increase present and future revenue opportunities. Ethical, trusted business partner who achieves results through expertise in:

- Executive Team Development / Deployment
 - Internal / External / Board Communications
 - Company Spokesperson/ Representative
 - Strategic / Tactical Planning & Execution
 - Business Developer/ Innovator
 - Multi-Functional Collaboration / Leadership
 - Leveraging Strategic Global Partnerships
 - Maximizing Financial Performance / ROI
 - Complex Market Analysis and Solutions
 - Optimizing Strategic Alliances
-

EXECUTIVE EXPERIENCE

Rutgers Business School, Newark, New Jersey

January 2015- Present

Director of Career Management- Master of Quantitative Finance Program

Guide students through a customized series of lectures, workshops, individual and group activities, and assignments to educate, develop, and assist them to successfully navigate the challenging and changing field of finance. Laisse with industry connections and bring SME's to present and network with the Business School. Personally influence over 110 students individually and in the classroom helping them:

- Understand the Financial Services Ecosystem
- Discover their career path and the many possibilities for a quant major
- Develop a strategy and associated tactics to begin, manage and advance their career
- Network with banks, fund managers, insurance companies, data and software analytics providers and consultants

Adjunct Professor – Finance and Economics Department

Teach a custom, personally designed finance course for master-level students (MBA & MQF) titled Indexing and ETFs, a modern finance course with the objective of studying indices and Exchange Traded Funds (ETFs) and their application in investment management. Students learn how indexes play a key role in helping investors confront the unknown future including the behavior of world and local markets, advances in portfolio structures, and measurement of performance and risk. The course progresses from covering markets, asset classes and strategies to a comprehensive examination of ETFs, including their anatomy, mechanics, application in investment management, and the eco-system of industry products and participants.

Member- MBA Mentor Board, MQF Advisory Board

RAA Consulting Group Inc., Marlboro, New Jersey

2014–Present

Co-founder and Principal

RAA Consulting, formerly part of ETF Consulting Group, is an independent consulting firm providing comprehensive information about the role and benefits provided by indexes and ETFs in investment management. Other services focus on strategic and tactical career management in the continually changing financial services industry.

Markit, New York, NY

2010–2013

Senior Director, Head of Business Development

Provided executive leadership for eight-member team in Market Data and Information BU focused on commercializing existing and new products in North America for \$1 billion provider of financial information services to global financial markets. Key driver of revenue acquisition identifying client issues and priorities and providing solutions based upon the services of the firm. Facilitate and contribute to proposal opportunities and client presentations. Responsible for business analysis, strategy development and major client relationships.

- \$8 million in client relationships protected by leading initiative to improve product quality through conversion of internal product offering.
- 47%+ improvement in lead conversion gained by implementing education program for sales team with presentations and personal client support.
- 20% revenue increase achieved by negotiating around exclusivity clause in major client contract and, adding three top industry buyers/licensees leading to new, innovative business

Bloomberg LLP, New York, NY

2009–2010

Strategic Business Head

Led strategic analysis of new business initiative in Data Solutions group leveraging data and information assets to determine feasibility of building and commercializing new business for multibillion-dollar global leader in business and financial information. Focus was on collaborating across the organization with directors in various verticals to gather information on data availability and capabilities with strong attention to detail and presentation.

- Created Business Plan for \$100 million piece of billion-dollar market; presented and secured BOD approval to pursue new business opportunity.
- Positioned company to commercialize information by bridging siloed-operations and influencing collaboration for value-added product to serve internal stakeholders.
- Participated on Data Acquisition Team reviewing proposals for “big data” opportunities from external vendors

FTSE Group, New York, NY

2008–2009

Global Business Unit Head

Recruited to direct business unit supporting product for all Alternative Indices (data and related products) including managing product quality and relationships, supporting sales calls, and being SME and main company representative in U.S. for \$150 million, privately-held, world-leader in provision of global index and analytical solutions.

- 40% boost in U.S. revenue captured after launching two new products through effective leadership of global product management team despite managing from remote location.
- 5% of company income, improvement of image and seat on prestigious industry board gained by improving relationships with two major partners on key initiative.
- 5% budgeted revenue increase realized by developing new product line co-designed with leading IP provider.

Dow Jones & Company, Inc., Princeton, NJ

2001–2008

Senior Director - Business Development, Sales and Marketing

Promoted through roles of increasing accountability from Director of Marketing leading six-member team and overseeing \$2 million budget to Senior Director of Business Development; consisting of 10-member staff focused on gaining presence and market share in institutional investor segment and one of five core managers in Dow Jones Indexes BU for \$1+ billion publisher of world's most vital business and financial news and information.

- Market representing 75% of potential revenue penetrated through patient, persistent presentation of product "story" to key decision-makers
- 20 new clients captured over 18 month sales cycle by implementing strategic business plan and tactics that won adoption of product and brand awareness.
- Ensured competitive product positioning by conducting strategic analysis and creating Commercial Policy as company entered new and dominant business segment.
- Led business development team on 50+ major client calls and presentations annually and became trusted face and SME of company.

Church & Dwight, & Co., Inc., Princeton, NJ

1996–2001

Senior Business Manager

Worked in Specialty Products Division, which represented 40% of revenue and 60% profit managing bulk chemical exports to clients and competitors in Japan and Mexico for \$2.6 billion leader in household consumer products and personal care industry with brands that include Arm & Hammer, Nair, Oxi Clean, and Orajel. Managed relationships and outsourcing requirements of major competitors in Japan and Mexico contributing 10% to division \$200 million revenue achievement.

EDUCATION

M.B.A., Finance, Temple University, Philadelphia, PA
B.A., Economics, SUNY – Stony Brook, Stony Brook, NY
(University High Honors, Departmental Honors in Economics)

MEMBERSHIPS

Phi Beta Kappa
Women in ETFs
Qwafafew
IAQF