Ronnee Ades

M: 732-241-2138
Holmdel, NJ 07733
Email: adesron5@gmail.com
linkedin.com/in/ronneeades

ACADEMIC EXPERIENCE

Rutgers Business School, Newark and New Brunswick, New Jersey September 2019- Present
Assistant Professor of Professional Practice
Finance and Economics faculty member of the Rutgers Executive MBA Powerhouse Team (elite group of faculty)

- *Teaching finance (advanced level) courses- in the Rutgers Executive MBA program, the MBA and MQF graduate programs and undergraduate programs in New Brunswick and Newark. Courses focus on portfolio construction methodology, passive vs. active investing, the critical role of ethics in the financial industry, and connecting academic theories with real world applications. Exposing students to contemporary business/financial industry topics, analysis, and software techniques.*
- *Coaching/advising Rutgers students on multiple competitive teams: MQF teams competing in the CME Trading Competition, Rotman International Trading Competition, McGill International Portfolio Challenge, the Bloomberg Portfolio Competition and the PRIMIA Risk Management Competition; and undergraduate students in the J&J Case Competitions; and panelist judge for the Hult Prize Competition. Advise RBS undergraduate (NB) on a Capstone Project with a Sustainability topic, MQF graduates continuing research on portfolio management, and Rutgers Undergraduate Women in Business.*
- *Connecting Rutgers Business School students with industry events and participants, expanding networks and helping students advance their careers. Providing finance majors (students and alumni) career guidance on finding and successfully navigating career opportunities for graduation and beyond.*
- *Member of the New Brunswick Faculty Council; serving also as a member of the Athletic Affairs Committee. Member of the MQF Alumni Board meeting quarterly with alumni, faculty and staff continually working on the quality of the MQF Program.*

Rutgers Business School, Newark, New Jersey January 2015- August 31, 2019
Director of Career Management- Master of Quantitative Finance Program
Designed, enhanced, and implemented a modern career management course focused on three key tenants necessary for achieving success- Marketing Skills, Industry Knowledge, and Experiential Learning. Guided students through a customized series of lectures, workshops, individual and group activities, and assignments to educate, develop, and assist them to navigate the challenging and changing field of finance. Connected students and alumni with industry luminaries and brought SMEs to present at and network with the Business School. Personally, influenced over 250 graduate students, individually and in the classroom helping them:

- Understand the Financial Services Ecosystem and the many opportunities for employment.
- 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, trading firms, research companies, fintech companies and consultants.

Adjunct Professor – Finance and Economics Department
Teach a custom, independently designed, modern finance course for master-level students (MBA & MQF) titled, Indexing & ETFs with the objective of studying index-tracking portfolios and Exchange Traded Funds (ETFs) and their application in investment management.

- Provide lectures and academic content on mechanics of indexes and the key role they play in helping investors confront the unknown future including the behavior of world and local markets, developing portfolio strategies, and measuring performance and risk.
- Guide students throughout the semester on a team project that requires the design, build, calculation, and back test an investment idea in the form of an index. Supervise the preparation and formal presentation pitching their investment idea and performance results to a panel of industry veterans.

Member- MBA Mentor Board, MQF Advisory Board 2017-2022

Speaking Engagements –

- Appeared in documentary "Titans: The Rise of Wall Street" (by Stephen David Entertainment) June 2023
- Conducted an eight-hour Ethics workshop for CFA candidates (MFINA Program) April 2023
- Co-moderator for Qwafanew (quant industry organization) member event, NYC June 2022
- Moderator- PRMIA Risk Management in the Time of Covid_19 October 2020
- Moderator- RBS Virtual Town Hall Networking Event October 2020
- Panelist- Magna Cum Colloquium Signature Series Conference December 2019
- Bloomberg Television (ETFIQ Show) July 2018, August 2019
- Panelist, fall 2018 ETP Forum, ETF Thought Leadership in Academia November 2018
- Moderator, RBS MQF Quant Summit, AI and Machine Learning Applications in Finance October 2018
- Panelist, MAACBA Conference, Corporate Alliances October 2017
- Moderator, RBS MQF Quant Summit, Optimizing Quant and Finance October 2017
- Panelist, IUBE Conference, Future Job Trends and Challenges to B-Schools October 2017

EXECUTIVE EXPERIENCE

RAA Consulting Group Inc. Holmdel, New Jersey 2014–Present

Co-founder and Principal

RAA Consulting Group is an independent consulting firm providing comprehensive intelligence about indexes and ETFs and advice on commercialization of new products and strategies. The firm provides "knowledge-based" consulting to asset managers and product developers looking for independent guidance and industry expertise. Projects have involved analysis of commercialization opportunities for factor strategies; new classification schemes to better represent disruptive technologies; and multiple weighting schemes for portfolio outperformance..

IHSMarkit, New York, NY 2010–2013

Senior Director, Head of Business Development

Provided executive leadership for an 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 products 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, (August,1982)

B.A., *Economics,* **SUNY – Stony Brook,** Stony Brook, NY (January 1981)

(University High Honors, Departmental Honors in Economics)

MEMBERSHIPS

New Brunswick Faculty Council
NBFC Athletics Affairs Committee
Phi Beta Kappa
Women in ETFs
MQF Alumni Board
Qwafafew
IAQF
Women's Professional Network (Rutgers Business School)
Regency Holmdel Book Club

.