



MARSHA A. CRUZAN, Hinsdale, IL

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SUMMARY

Strategic President, great connector, highly experienced with Board succession/comp topics, adept at identifying attainable summits, managing risk, leading/assessing/motivating talent/necessary components—in other words, a true mountain climber in every sense.

Knowledgeable regarding distribution, manufacturing, and highly regulated industries—e.g., finance, banking, capital markets, healthcare, insurance; navigating policy to achieve results; and engaging stakeholders—in other words, working with community, talent, and governments to gain results/reach goals.

BOARD EXPERIENCE

MEDICARE WIZARD, LLC *a health tech firm providing insurance agents in 22 states Medicare client options* 2022 – present
Independent Corporate Board Director

RUSH UNIVERSITY MEDICAL CENTER *a teaching hospital excelling at caring for the most medically complex* 2021 – present
Board of Trustees, Member, Audit and Investment Committees

- Assisted with method, priorities, competing needs analysis to provide suitable efforts allocation/best mission results delivery.

GOODMAN THEATRE *Chicago's oldest currently active nonprofit theater organization* 2016 – present
Board of Trustees: Co-Chair, Nominating Committee and Member, Executive Committee

- Advised CFO and CEO on capital structure optimal communication techniques to gain best outcomes.

LINCOLN PARK ZOO *4th oldest zoo in NA & one of the few free admission zoos in the U.S.* 2016 – present
Board of Trustees, Chair, Nominating Committee and Member, Executive Committee and Diversity Committee

- Led strategy and recruitment efforts that successfully diversified the board with outstanding community leaders.

THE FIELD MUSEUM *one of the largest, most prestigious, natural history museums in the world* 2014 – present
Board of Trustees: Chair, Governance Committee and Member, Executive Committee

- Grew board talent: Bob Arthur, corporate citizen & founder, Magellan—a global premier metals technical advisor/supplier; Jennifer Sherman, CEO, Federal Signal, a NYSE global machinery manufacturer; Scott Rafferty, stellar Investor Relations.
- Provide insights for Museum's strategic plan, enabling continuing renowned status for its educational and scientific programs.

THE LYRIC OPERA *a leading U.S. opera company, opened in 1954 with Maria Callas's American debut* 2013 – present
As part of Executive Committee, helped determine the actions that resolved a union strike and renegotiated new contracts.

CORPORATE EXPERIENCE

U.S. BANK N.A., Chicago, IL *the 5th largest U.S. commercial bank, a U.S. Bancorp (NYSE) subsidiary* 2012 – present
Regional President, Illinois, Indiana, & Michigan **Advisory Board, U.S. Bank—Chair, Chicago Advisory Board**

Management Supervisor for All FINRA licensed Commercial Banking employees

Accountable for full profit and loss in a three-state Midwest region. Responsible for analyzing all risk issues of global middle market public and private companies. Discuss public policy, develop/maintain relationships with U.S senators/congressmen. Work closely with Communications to monitor reputation.

- Promoted numerous M&A transactions via advice/connections, paving path annually to a 15% compound annual growth rate.
- Integrated Royal Bank of Scotland's Chicago commercial group into U.S. Bank.
- Strategizes successful solutions with most corporate Boards and C-suite clients during financial crises.
- Working with senior executives to transition titles, responsibilities, connections, knowledge to next group of leaders in the next five years as part of personal transition to a corporate board careerist.

Prior position:

JP MORGAN: started as International Treasury Management Consultant; followed by Electric and Gas Senior Banker; Head, Syndications, Private Placements and High Yield; Head, Syndicated Leveraged Finance; Management Supervisor for all FINRA licensed Commercial Banking employees. Of note:

- With a 60% headcount reduction over 4 years and while decreasing the number of deals 4%, increased revenue from deals 23%.
- In leveraged finance, made Chicago a top 10 deal producer with 20-40% of total top, #1 top deal nationally 2 years in a row.
- In middle market, doubled revenues with number of middle market deals increasing 29%.
- By doubling investment banking client revenues in ABL, increased revenue 7% while decreasing number of ABL deals 32%.

EDUCATION

MBA, THUNDERBIRD SCHOOL OF GLOBAL MANAGEMENT

BA, Political Science, UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN