



MARSHA A. CRUZAN, Hinsdale, IL

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Marsha Cruzan is a trusted Board Director adept with crafting public/private companies' business growth strategies by:

- Positively resolving turnaround situations via quick identification of needed financial and strategic pivots.
- Connecting people/navigating policies to achieve results that also engage community/government stakeholders.
- Utilizing her real-world regulatory, healthcare, insurance, compensation, and succession planning Board expertise.

Marsha's current **BOARD EXPERIENCE** is with:

- **GOODMAN THEATRE**, *Chicago's oldest currently active nonprofit theater organization*, where she serves on their **Board of Trustees** as **Chair** (2025 – present) and **Executive Committee Member**, plus is the **former Co-Chair, Nominating Committee**. In these roles, she was instrumental in guiding the strategy for successful outcomes in reaction to Covid and other rapidly changing conditions and in advising the CFO and CEO on optimal capital structure to ensure long-term financial stability.
- **MEDICARE WIZARD, LLC**, *a U.S. health tech*, as an **Independent Corporate Board Director**.
- **THE FIELD MUSEUM**, *one of the world's largest natural history museums*, where she is on the **Executive Committee** and is the **Chair, Governance Committee**. In these roles, she has significantly grown the stature of board talent and offered strategic plan insights that enhanced The Field Museum's renowned global status.
- **RUSH UNIVERSITY MEDICAL CENTER**, *a teaching hospital for the most medically complex*, where she serves on the **Board of Trustees** and is a **Member, Audit and Investment Committees**, assisting with method, priorities, and competing needs analysis that provides the best allocation of medical resources to achieve top outcomes.

Marsha's **CORPORATE EXPERIENCE** was with **U.S. BANK N.A.**, the 5th largest U.S. commercial bank and a U.S. Bancorp (NYSE) subsidiary, where she was **Regional President, Illinois, Indiana, & Michigan; Chair, U.S. Bank's Chicago Advisory Board**; and **responsible for All FINRA licensed Commercial Bankers** until she left to commence her board career.

As Regional President with full profit and loss responsibility, Marsha led the three-state Midwest region, including the analysis of risk for global middle market public and private companies. She discussed public policy and developed/maintained relationships with members of the U.S. Congress. Additionally, Marsha worked closely with Communications to monitor reputation risk. Of note, Marsha:

- Completed numerous M&A transactions, offering additional advice and providing connections to further build relevant businesses.
- Integrated Royal Bank of Scotland's Chicago commercial group into U.S. Bank.
- Successfully educated U.S. senators and representatives regarding PPP forgiveness process and ways to improve Community Reinvestment Act to better meet constituents' changing needs; also advised on financial industry's digital transformation.
- Over the last decade, doubled Chicago Commercial Banking income by growing existing and new clients:
 - ✓ For a packaging company, advised CEO and CFO on:
 - Risk Reduction (reduced export risk from international buyers by suggesting ways to minimize currency risk), Cost Cutting (streamlined supply chain, payments, payroll, and inventory processes), and Increased Market Share (improved services while expanding global production facilities).
 - ✓ For a beverage retailer, advised CEO and CFO on:
 - Risk Reduction (minimized both seasonality impacts and cybersecurity fraud risks), Cost Cutting (streamlined in-store payment systems processes), and Increased Market Share (maximized real estate footprint).
 - ✓ For a meat processing manufacturer, distributor and market leader, increased equipment and facility efficiency and expanded distribution network—production capacity doubled, lead times shortened, and profits increased significantly.

Previously, Marsha worked for **JP MORGAN** where she started as an International Treasury Management Consultant; followed by Electric and Gas Senior Banker; Head, Syndications, Private Placements and High Yield; Head, Regional Syndicated Leveraged Finance; responsible for all FINRA licensed Regional Syndicated Leveraged Finance bankers. Of note, she:

- Strategized successful solutions with corporate Boards and C-suite clients during financial crises.
- With diminishing headcount, increased revenue for JPM by 25% by growing clients' companies, even in difficult markets.
- Doubled asset-based lending investment banking revenues via offering effective solutions for companies.

Marsha is the current **Chair, Governance Committee** and **Executive Committee Member** for **THE CHICAGO NETWORK**. She earned her MBA, Thunderbird School of Global Management and her BA, Political Science, University of Illinois Urbana Champaign.

She is a former **Board of Trustees, Chair, Nominating Committee and Member, Executive Committee** for **LINCOLN PARK ZOO**, where she led the inclusion strategy that added outstanding community leaders, and an **Executive Committee Member** for **THE LYRIC OPERA**, where she resolved a union strike and renegotiated new contracts.