



## Vicki Escarra

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As a growth leader and business developer, Vicki aligns people practices to corporate business strategy while driving organizational change. As former CEO and CMO/Executive Vice-President, she has lead a variety of business transformations focused on growth and value creation both domestically and internationally. As Chief Marketing Officer, she directed global reengineering of Delta's post 9/11 flight schedule, dramatically reducing costs, the temporary footprint of the airline while stabilizing revenue, customer satisfaction and employee morale. She testified before Senator John McCain to obtain 8B dollars of revenue along with other airline executives to temporarily protect the airline industry from going into a deeper crisis.

She was previously the Global CEO of Opportunity International, an organization that provides small business loans, savings, insurance and training to more than 10 million people in 22 countries across the globe. She led initiatives to create a long term strategic plan, rebrand the organization, streamline operations and increase global fundraising by 30% placing \$1.4B of capital in the marketplace. She also strengthened partnerships with institutional donors as a part of the organization's plan to create 20M jobs by 2020.

Prior to that, Vicki was President and CEO of Feeding America, the nation's largest domestic hunger relief organization. In that role, she increased fundraising by 300% and moved the organization to being the third largest nonprofit in the US. Before moving into the nonprofit sector, Vicki spent 28 years at Delta Airlines, where she rose to Executive Vice President and Chief Marketing Officer. Vicki ran all of Delta's operations for 10 years including 203 airports, inflight services, call centers and cargo operations. She led a workforce of 52,000 employees and a P&L of \$15B. While serving as CMO, she saw a total transformation of technology including the start of delta.com and an extremely successful loyalty program with American Express grossing over \$1B.

Vicki has extensive private sector board experience including serving as a director for A.G. Edwards, HealthNet, Centene and DocuSign along with many nonprofit boards. Vicki has received numerous awards including the Committee of 200 Annual Luminary Award for recognizing the role education and training play in helping people secure employment and the Four Freedoms Award from the Roosevelt Institute, which honors people who embody Franklin Delano Roosevelt's vision for democracy in their life and work. She is regularly featured in the Wall Street Journal, New York Times, Forbes, Bloomberg and other media.

Vicki obtained a bachelors degree at Georgia State University. She also completed the Executive Management Program at Columbia University and the Executive Leadership Program at Harvard University.