



Margaret Georgiadis

President and CEO Ancestry.com

Board Membership of Interest

Industry preferences: retail, consumer goods, telecommunications, healthcare, financial services
Location: flexible, but prefer Midwest, Northeast.

Board Member Characteristics

Deep board room experience as a senior operating executive in a publicly traded company (including taking company public and helping to shape Board), as a Board Member on public and private companies, and as a consultant at McKinsey to multiple CEOs and Boards.

Strong skills in multiple areas central to board effectiveness: financial management, M&A and integration, risk assessment and control, regulatory compliance, strategy development, organization building/talent management.

Effective at building relationships with top executives across a wide variety of industries and management styles. Good listener with ability to provide constructive challenge in a balanced and thoughtful way.

Company Profile

Synetro Capital is a private investment firm based in Chicago with a strong track record in building new businesses, and helping fund and revitalize the growth of mature businesses.

We partner with strong management teams to build new businesses, or acquire, re-capitalize and help build companies whose base revenue is typically between \$8 and \$30 million at the time of our investment.

We help shape strategies and support the strategic initiatives of our portfolio companies by leveraging our team's experience, CEO advisory group and our formal relationship with Synetro Group, a management consulting firm with a track record in helping companies build new businesses and revitalize growth and operating performance of mature businesses.

We approach investing not as financial investors, but as business builders. We accelerate profitable growth and improve operational performance by combining our passion and our transactional, financial and operational expertise with the entrepreneurial talents of prospective portfolio companies.

Functional Expertise

Strategy and planning, Marketing and Sales, E-business, Organization development, Post merger integration, Governance and risk management.

Current Professional Experience

As a Principal in Synetro Capital, provide direct leadership of P&Ls for portfolio companies as well as ongoing assessment of new investment opportunities.

Prior Professional Experience

Managed a large P&L as EVP, Card Products and Chief Marketing Officer of Discover Financial Services (NYSE: DFS). Responsible for managing all US card issuing products and services including consumer and business credit cards, reward programs, protection products and stored value products. Scope of this role included \$90B sales, \$50B receivables, \$5B Revenue, \$1B+ profits, \$1.4+B budget, and 3000 staff (600 headquarters and 2400



THE CHICAGO NETWORK

field).

Role focused on designing and implementing a successful multi-year turnaround program across all areas of company to rekindle profitable growth and reinvigorate the Discover Brand and product line.

Senior partner at McKinsey and Company responsible for managing Customer Acquisition and Management Practices and Midwest Retail Practices. Role included developing and managing all aspects of business for these client service lines.

Other Industry Experience

International experience - worked in London Office of McKinsey and Company for 4 years serving clients across Europe; part of leadership team in expanding Discover's global partnerships in Asia and Europe to expand acceptance; developed outsourcing relationships in India and Philippines for analytics and telemarketing

Public and Private Company Boards

Jones Apparel Group (NYSE: JNY, \$3.6B Revenue, apparel/footwear and retail), Board Member, Audit Committee (since 1/09)

Non-Profit Boards

NorthShore University Health System (formerly Evanston Northwestern Healthcare), Research Institute Board Member (since 2006), ongoing counselor to CEO and CMO on brand strategy and marketing programs.

Music Institute of Chicago, Board Member (since 2004) Executive Committee Member, Head of Planning Committee.

Harvard Club of Chicago, Board Member (1995-2006) Led strategic review of membership and programming to increase growth (1999-2001)

Mayor Daley's Council of Technology Advisors (2001-2004), Member; co-led strategic initiative to improve Chicago's position as leading technology center.

Professional Associations and Civic Affiliations

The Chicago Network

Committee of 200

Global 50

Executives' Club

National Association of Corporate Directors (NACD)

CMO Council (Advisory Board Member)

Education and Interests

Harvard-Radcliffe Colleges, AB in Economics, 1986 (Magna Cum Laude, Phi Beta Kappa) Harvard Business School, MBA, 1990 (Baker Scholar)