

Christie Hefner

Professional Summary:

A seasoned professional with more than thirty years' experience at executive levels in both public and private companies, as well as multiple company directorships. Christie presently serves as Chairman of the Board of Hatchbeauty Brands, the first company to offer both beauty and wellness incubation, changing the landscape of brand innovation. From product conception and development to creative and strategic services, turnkey product and custom packaging, bringing brands to life with superior speed and precision. She also serves on several other boards and is a strategic advisor to CEOs.

Previously, Christie served in a variety of executive positions with Playboy Enterprises, a NYSE listed company, culminating in 20 years as Chairman and CEO. She was widely credited with developing and leading the execution of strategies that repositioned the company from its legacy domestic magazine business to a global multi-media and lifestyle company and building its institutional shareholder base.

Her strengths include brand building, marketing, M&A, and global business development.

Executive Experience:

From 2009-2015, Christie developed the strategy of forming a new entity, Canyon Ranch Enterprises, to leverage the Canyon Ranch brand and content. This entailed building a multi-media strategy including app's, a robust healthy living site, DVD's, books and radio programming, as well as assembling the resources and forging the partnerships to execute that strategy. Additionally, under her direction, the company developed personalized subscription digital coaching programs and forged business partnerships in the healthy eating, personal care and employee wellness areas.

From 1988-2008, Hefner was Chairman and CEO of Playboy Enterprises, Inc. making her the longest serving female Chairman and CEO of a U.S. public company. During her tenure, she oversaw policy, management and strategy in all areas of the company. When she left, over 40% of her executives were women. For three years she was named to FORTUNE's list of "Most Powerful Women."

At Playboy Enterprises, Christie restored financial integrity, broadened institutional ownership and revived investor confidence. Additionally, she recapitalized the Company, making it the first NYSE corporation allowed to issue a second class of stock with disparate voting rights. She restructured operations and initiated the Company's highly successful electronic and international expansion.

She extended its magazine franchise overseas, to 25 localized foreign editions and also developed the company's profitable pay television business — the first time a magazine successfully leveraged its brand into a television network. Continuing the Company's electronic expansion, in 1994 Christie led the Company onto the Internet with the launch of Playboy.com, the first national magazine to launch a web site, and built an international, profitable, multi-revenue stream business including premium content, e-commerce, advertising and gaming, both online and mobile.

She also built a highly profitable direct marketing, catalog and e-commerce business in film and music through both acquisition and organic growth.



And she greatly expanded the leveraging of the Playboy brand via licensing. In her last year as CEO, Playboy generated close to \$1 billion in global retail sales, 80% of the sales to women.

She was a founding member of The Chicago Network, The Committee of 200, and the Chicago Chapter of Women Corporate Directors, and she was the first woman elected into the Chicago Chapter of the Young Presidents' Organization.

Elected to Phi Beta Kappa in her junior year of college, she graduated from Brandeis University summa cum laude with a Bachelor of Arts degree in English and American literature.

For Profit Boards:

Present

Hatch Beauty 2014 to present

A beauty innovation company that specializes in working with brands and retailers on strategy, product development, and creative services and packaging.

- Chairman of the Board

Reuters 2014 to present

Global Editorial Advisory Board Member

R.D. Offutt Company

An international, family-owned multi-billion dollar agricultural conglomerate. 2016 to present

- Advisory Board Member

Coin Lion 2017 to present

A cryptocurrency exchange and portfolio management platform that rewards users for sharing information related to the management of digital assets.

- Advisory Board Member

Edge Beauty 2019 to present

The world's leading direct-to-consumer company in creating, designing, manufacturing and marketing unique, culturally relevant niche fragrance brands.

- Advisory Board Member

Previous

Luminary Digital Media, LLC 2013 to 2016

Luminary builds mobile learning experiences around humanities content for publishers, schools, colleges and universities, authors, and cultural institutions, combining outstanding expert content with social networks, broadcasting channels, and collaboration tools.

- Board Member

MarketWatch 2001 to 2005



MarketWatch, public company (NASDAQ) offered stock market, business and financial news and commentary via its web site, television and radio. The company was sold to Dow Jones in 2005.

- Board member
- Audit Committee member

Canyon Ranch Health Resorts 2000 to 2010

Created in 1979, Canyon Ranch is a wellness lifestyle company that aims to inspire a commitment to healthy living through its resorts, spas and residential properties.

- Advisory Board member

Telocity 1999 to 2001

Telocity was the leading nationwide provider of broadband services to the residential market and was sold to DIRECTV in 2001.

- Board member

Sealy Corporation 1993 to 1997

Sealy Corporation, through its subsidiaries, is the largest bedding manufacturer in North America and produces a diversified line of mattress and foundation products. In 1997, a team of senior executives of the firm joined with Bain Capital to acquire the company.

- Board member

Not for Profit Boards:

Present

Hugh M. Hefner Foundation

- President 2017 to present
- Board Member 1988 to present

Better Government Association Civic Leadership Committee 2009 to present

A full-service watchdog organization, promoting integrity, transparency and accountability in government by exposing waste, fraud and corruption, advocating effective public policy and informing and engaging the community.

Center for American Progress Action 2009 to present

An independent, nonpartisan policy institute and advocacy organization that is dedicated to improving the lives of all Americans, through bold, progressive ideas, as well as strong leadership and concerted action.

- Director
- Member, Audit Committee



THE CHICAGO NETWORK

Springboard Enterprises

2007 to present

Supports women-led growth ventures, which includes coaching and raising capital for women entrepreneurs.

- Advisory Board Member

Rush University Medical Center, Trustee

1993 to present

- Member, IT Committee, December 2004 to 2012
- Member, Long-Term Planning Committee, 2000-2002
- CORE Center Project Chairman and then Foundation Board Member, 1995 to 2002. Led the effort to raise \$30 million to build this innovative clinic and research facility for people with HIV/AIDS and other communicable diseases

Previous

Black Ensemble Theatre

2007 to 2011

- Co-Chair, Capital Campaign
- Raised the money to build a new theatre, its first permanent home

Brandeis University, Trustee

1991 to 2000

- Chair, Budget & Finance Committee from 1993 to 1998
- Member, Executive Committee from 1993 to 1998
- Member, Academic Affairs Committee from 1991 to 1993

American Civil Liberties Union

1979 to 1994

A nonpartisan nonprofit organization whose stated mission is to defend and preserve the individual rights and liberties guaranteed to every person in this country by the Constitution and laws of the United States.

- Director, Illinois Affiliate

Magazine Publishers of America

1991 to 2008

- Executive Committee member

Professional Associations:



National Association of Corporate Directors (NACD)

- Member 2019 to present
- The Commercial Club of Chicago 2016 to present
- Women Corporate Directors 2008 to present
- The Chicago Council of Global Affairs 1992 to present
- The Executives' Club of Chicago 1991 to present
- The Committee of 200 1982 to present
- Founding member
- The Economic Club of Chicago 1981 to present
- The Chicago Network 1979 to present
- Founding member

Honors and Awards:

- Newseum Freedom of Expression Award, 2017
- YWCA Leadership Award, 2016
- Rainbow/PUSH Business Excellence Award, 2008
- Weizmann Institute of Science Leadership Award, 2007
- Named one of 100 Most Powerful Women in the World by Forbes magazine, 2005, 2006 and 2007
- CORE Center named a critical educational program in honor of Hefner in 2006 called the Christie Hefner TORCH Fund, which will educate a new generation of HIV/AIDS activists
- Inducted into Digital Hall of Fame by min, the media industry trade publication, 2005
- University of Illinois at Chicago's Family Business Council Leadership Award, 2003
- Inaugural Champion of Freedom Award, Anti-Defamation League, 2000
- Named as a "Wonder Woman" by Multichannel News for "major accomplishments within the cable, broadband and telecommunications industries," 2000



THE CHICAGO NETWORK

- Inaugural Champion of Freedom Award, Anti-Defamation League, 2000
- Eleanor Roosevelt Award, International Platform Association, 1990
- Delegate, Democratic National Convention, 1980 and 1992
- Spirit of Life Award, City of Hope, 1988
- Human Rights Award, American Jewish Committee, 1987
- Harry Kalven Freedom of Expression Award, ACLU, 1987