

CORETHA M. RUSHING

Senior Executive Human Resources Consultant and Board Member

- President, CR Consulting Alliance, LLC
- Managing Director, Executive Mentor/Coach, The ExCo Leadership Group
- Board Member:
 - 2U Inc.
 - *Benefitfocus*
 - *Plastiq*
 - *ThredUP*
- Spencer Stuart, External Board Advisor,
- Advisor, Kaho Partners, a private equity investment firm
- Advisor, Evident ID, Inc.
- Senior Vice President, Chief Human Resource Officer, Equifax, Inc. (*retired*)
- Chief People Officer, The Coca-Cola Company



Coretha Rushing has over 30 years of corporate business and leadership experience. She has worked in various executive roles at Equifax, Inc., The Coca-Cola Company, Pepsi, IBM and CR Consulting Alliance LLC, her own human resource consulting firm during the course of her career. She has provided consulting services across a variety of industries, served on and supported non-profit boards. Coretha served the Society of Human Resource Management association (SHRM), a 350,000 global Human Resources membership organization for eight years as a board member. During that period, she also served as the Board Chair and Board Chair Emeritus. She was keynote speaker at SHRM's annual conferences, the largest professional human resources conference with attendance averaging 20,000 attendees. She continues to serve as a speaker at HR and other professional conferences and panels.

Coretha currently serves as a board member of 2U, Inc., an educational technology platform company, *Benefitfocus*, a software company that unifies the delivery of benefits for employers and healthcare insurance, *Plastiq*, a payment platform dedicated to small to medium businesses to assist them improve and effectively manage their cash flow, *ThredUp*, the leading retail online platform consignment and thrift store. Coretha is also an External Board Advisor for the global search firm, Spencer Stuart. She is a Managing Director and Executive Coach to C-suite and high potential clients with The ExCo Leadership Group, a global executive coaching firm. Ms. Rushing serves as an advisor to Kano Partners, a private investment partnership specializing in the acquisition, support and sale of family and founder-based businesses and start-up businesses and also advised Evident ID Inc, a tech company which supports companies with screening and the contact tracing of their employees to monitor Covid 19 status.

Ms. Rushing retired January 2020, as the Senior Vice President and Chief People Officer for Equifax, Inc. Equifax (NYSE - EFX) a 3B global credit and data analytics organization currently based in 24 countries. She joined the firm in May 2006 and led the global HR organization and the company's Foundation and the business/culture transformation during both its greatest period of financial growth, global expansion, product innovation and during its biggest business challenge, a cybersecurity breach.

Prior to joining Equifax, Coretha served as President of her own human resource strategy and executive coaching firm.

From 1996 to 2004, Coretha held progressively senior roles at The Coca-Cola Company. Ms. Rushing was promoted in 2000 as the first woman and Black EVP, Chief People Officer for the company. During her tenure as the Chief People Officer, she played an instrumental role in the resolution of the largest US racial discrimination lawsuit. Working with the Board of Directors and a court appointed board, chaired by Alexis Herman, former US Secretary of Labor. Ms. Rushing led the development of leading edge people programs and initiatives which serve as the foundation for the company's current leadership and employee programs designed to ensure business success and leading edge diversity, inclusion equity programs. Other experiences include working as Vice President, Human Resources for the Midwest Division of Pizza Hut, a division of PepsiCo.

She began her global Human Resources career at IBM where she held several roles during her ten years across all HR disciplines, supporting diverse businesses, in various major IBM US locations.

A native of Virginia, Ms. Rushing received her undergraduate degree in Education from East Carolina University and holds a Master's in Education with an emphasis in Human Resources and Counseling from The George Washington University.

She is active in several professional and community organizations and has continued to serve as a panelist and keynote speaker at various business, universities, women and human resource conferences. She currently resides in Atlanta and St. Petersburg, FL with her husband Howard Smith.

Awards and Professional Achievements

- Non-executive Board Member, 2U Inc, (March 2016 - present)
- Board Chair, Society of Human Resources Management, SHRM (2010 - 2018)
- Chair Emeritus, Society of Human Resources Management, SHRM (2019-
- Keynote Speaker, Northern California Annual Conference, September 2020
- Speaker, North Carolina, Virginia Annual Conference, September 2020
- Keynote Speaker, Annual SHRM Conference, Chicago, June 2018
- Keynote Speaker, Annual Global SHRM Conference, Washington, June 2017
- Keynote Speaker, Miami Annual HR Conference January 2020
- Better Business Bureau, Keynote Speaker, December 2019
- Panelist, Annual Half the Sky Women's Leadership Conference, Philadelphia, Penn, July 2019

- Panelist, Odyssey Annual Women's Conference, 2018, 2019
- Keynote Speaker, Miami Annual HR Conference, December 2019
- Black Enterprise 50 Most Powerful Women in Corporate America (2019-2015)
- East Carolina Women Leadership Award 2015
- Board member, Compensation Chair, Co-lead of Building campaign, Big Brothers Big Sisters of Atlanta (2008 - 2016)