



## **ALFREDA BRADLEY-COAR**

Alfreda is an innovative C-Suite executive with the business acumen and global enterprise risk management experience that drives sustainable growth and customer excellence in regulated industries, especially in financial services (leasing), healthcare, insurance, and transportation.

With an MBA from Kellogg / Northwestern University, she is a transformational force in strategy, finance, operational comprehension, human capital management, and regulatory matters with:

Audit • Compliance • Cybersecurity • Diversity and Inclusion • Government Affairs & Public Policy • Governance • Infrastructure M&A • Risk Management: Enterprise, Crisis, Brand, & Reputation • Supply & Value Chains • Turnarounds • Vendor Relations

Her board experience is:

- **Medical Center Board Director, ANN & ROBERT H. LURIE CHILDREN'S HOSPITAL OF CHICAGO** since 2019, where Alfreda is a Member of the Quality, Management, and Professional Services Committee.
- **Strategic Advisory Council Member to CEO and Board, ADVOCATE AURORA HEALTH** since 2020.
- **Board Director, GE UNION FIDELITY LIFE INSURANCE COMPANY (UFLIC)** from 2004 – 2009, where Alfreda was a Risk Committee Member focused on the wind down as part of UFLIC's sale to SwissRe.

Alfreda's corporate experience is:

- **Founder / CEO, THE BRADLEY COAR GROUP, LLC** where she offers confidential C-Suite advisory services to businesses on strategy, risk, crisis management, global growth, operations enhancements, customer experience.
- **C-Suite, GENERAL ELECTRIC COMPANY (GE)** where Alfreda was **Chief Commercial Counsel** partnering with nine business units (Aviation, Capital, Digital, Energy, Healthcare, Lighting & Current, Oil & Gas, Power Systems, and Transportation) that generated \$125B annual revenue with 300,000 employees in 100 countries. Of note, she:
  - Designed a strategy to drive customer experience that unified commercial community and supported operations: reduced cycle time 40% and raised customer retention of pinnacle customers 20% in first year.
  - Created a new sales and marketing strategy that made processes agile, which enhanced customer experience.

Her prior GE roles were:

**GC & Senior Executive Team Member, GE Medical Diagnostics, GE Healthcare Americas** where Alfreda was responsible for five business units (Imaging, Clinical Systems, Healthcare Consulting, Life Sciences, and Healthcare IT) generating \$9B revenues with 25,000 employees and ~60 direct reports. Of note, she:

- Assessed new products and businesses, generating +\$4.25B transactions and leading M&A integrations.
- Increased GE Healthcare's Latin American footprint 20% through developing operations in key countries with local vendor and supplier participation and by conducting \$500M - \$1B regional M&A activity.
- Led team in securing strategic top five supplier arrangements totaling \$700M: managed ~1,800 sourcing agreements with oversight of dealer compliance as a Member of GE's Supply Chain and Sourcing Council.
- Restructured board books, people, processes to enhance governance and corporate reporting for SEC and M&A parties.
- Appointed Enterprise Risk Management (ERM) leader for GE Healthcare Americas, overseeing most risks.

**GC & Senior Leadership Team Member, GE Trailer Fleet Services & Modular Space** where she co-led Audit and was responsible as senior executive for \$2B, 3,000 employees, equipment leasing agent of commercial transportation for shippers and supply chains, managing three departments that generated \$100M annual revenues.

**Chief Compliance & Regulatory Counsel, GE Insurance Solutions** where Alfreda led a \$5B global reinsurance and commercial insurance business leading product and regulatory services for U.S. pricing approvals and licenses with global regulatory leadership for Americas, Europe, Asia operations; directed Firm's UK authorities audit response.

**Acting Head of Government Relations & Associate GC, GE Capital, Rail Services Corporation** where she led a team responsible for \$70M annual revenue for \$1B global railcar finance and leasing company serving major railroads and shippers, plus an additional role of establishing key U.S. and Canadian relationships in third year.

Previously Alfreda worked with middle market corporate turnarounds, reorganizations, and bankruptcies. She also has a JD and a BA from University of Pennsylvania and Alternative Dispute Resolution and Mediation certificates from Northwestern University.