



# SARAH ALTER

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## Current Board Experience

FEDERATION OF STATE MEDICAL BUREAUS  
Board Advisor  
2024-Present

AUTOMATO AI  
Board Advisor  
2024-Present

bluSPARC  
Board Advisor  
2024-Present

ILLINOIS STATE LOTTERY CONTROL BOARD  
Governor Appointed  
2019-2024

MAVERICK DIGITAL  
Board Advisor  
Successfully Acquired  
2019-2022

BE REAL  
Board Member  
2020-Present

## Recognition

Crains Notable Women Executives  
April 2020

Women's Inspiration Award  
Issued by Aronberg Golgehn  
June 2018

JD Powers Top Ranking Website  
Credit Card Industry-Discover  
August 2009

## Education

Harvard Business School

MBA

Northwestern University

BA-Economics

Sarah's expertise and success as an executive for Fortune 500 companies along with her innovative and strategic growth mindset makes her an ideal advisor to any business looking to elevate or transform their brand and customer experience. With entrepreneurial, C-Suite, and board facing experience, she is well versed in leading the optimal balance between profit, productivity, and people leadership.

## SELECT ACCOMPLISHMENTS

- Grew and diversified NextUp revenue by over 60% to \$11MM, as well as its membership community by over 100% to 18,000 and growing.
- Oversee execution of leadership development, networking and DEIB strategies and solutions across 21 North American Regions, through 1000 volunteers, and with 900 plus corporate partners.
- Lead Board of Director Governance, Logistics, Committees, and Nomination Process.
- Co-led two successful capital campaigns generating over \$6.0 MM in corporate partner investment.
- As VP of Portfolio Marketing at Discover, delivered record level credit sales of \$100B and market share gains of 10% despite a recessionary consumer credit industry.
- At Quill, as VP of Channel Marketing, pioneered their internet strategy and channel for a \$1.5B US market increasing online sales from 9 to 80% of total sales.
- Gained global experience from Management Consulting role for AT Kearney throughout Asia as well as Marketing Comptroller role for Staples in the UK.

## EXPERIENCE

President/CEO | NextUp Chicago, IL June | 2017-May2023

Chief Marketing Officer | General Growth Properties Chicago, IL | 2014-2015

Vice President | Discover Financial Services Chicago, IL | 2007-2013

Vice President | Staples Framingham, MA | 1997-2007

Management Consultant | AT Kearney Chicago, IL | 1995-1997