

Ronnee Ades

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ACADEMIC EXPERIENCE

Rutgers Business School, Newark and New Brunswick, New Jersey September 2019- Present
Assistant Professor of Professional Practice

Teaching graduate and undergraduate courses in the Finance and Economics department including: Asset Pricing and Portfolio Management; Financial Management; Indexing & ETFs; Ethics in Finance; and Master of Quantitative Finance Career Management. Coaching MQF teams competing in the CME Trading Competition, Rotman International Trading Competition, McGill International Portfolio Challenge, the Bloomberg Portfolio Competition and the PRIMIA Risk Management Competition. Connecting Rutgers Business School students with industry events and participants, expanding networks and helping students advance their careers.

Assistant Professor – RBS Executive MBA Program Fall 2018- Present
Member of the EMBA Powerhouse Lecture Series

Rutgers Business School, Newark, New Jersey January 2015- August 31, 2019

Director of Career Management- Master of Quantitative Finance Program

Designed, enhanced and implemented a modern career management course focused on three key tenants necessary for achieving success- Marketing Skills, Industry Knowledge, and Experiential Learning. Guided students through a customized series of lectures, workshops, individual and group activities, and assignments to educate, develop, and assist them to navigate the challenging and changing field of finance. Connected with industry participants (including alumni) and brought SMEs to present and network with the Business School. Personally, influenced over 250 graduate students individually and in the classroom helping them:

- Understand the Financial Services Ecosystem and the many opportunities for employment
- Develop a strategy and associated tactics to begin, manage and advance their career
- Network with banks, fund managers, insurance companies, data and software analytics providers, trading firms, research companies, fintech companies and consultants

Adjunct Professor – Finance and Economics Department

Teach a custom, independently designed, modern finance course for master-level students (MBA & MQF) titled, Indexing & ETFs with the objective of studying indexes and Exchange Traded Funds (ETFs) and their application in investment management.

- Provide lectures and academic content on mechanics of indexes and the key role they play in helping investors confront the unknown future including the behavior of world and local markets, developing portfolio strategies, and measuring performance and risk.
- Guide students throughout the semester on a team project that requires they design an investment idea, build, calculate and back test an index and prepare a formal presentation pitching their ETF objective and performance results to a panel of industry veterans.

Member- MBA Mentor Board, MQF Advisory Board

Speaking Engagements –

- Moderator- PRIMIA Risk Management in the Time of Covid_19 October 2020
- Moderator- RBS Virtual Town Hall Networking Event October 2020
- Panelist- Magna Cum Colloquium Signature Series Conference December 2019
- Bloomberg Television (ETFIQ Show) July 2018, August 2019
- Panelist, fall 2018 ETP Forum, ETF Thought Leadership in Academia November 2018
- Moderator, RBS MQF Quant Summit, AI and Machine Learning Applications in Finance October 2018
- Panelist, MAACBA Conference, Corporate Alliances October 2017
- Moderator, RBS MQF Quant Summit, Optimizing Quant and Finance October 2017
- Panelist, IUBE Conference, Future Job Trends and Challenges to B-Schools October 2017

EXECUTIVE EXPERIENCE**RAA Consulting Group Inc.**, Holmdel, New Jersey

2014–Present

Co-founder and Principal

RAA Consulting Group is an independent consulting firm providing comprehensive intelligence about indexes and ETFs and advice on commercialization of new products and strategies. The firm provides “knowledge-based” consulting to asset managers and product developers looking for independent guidance and industry expertise. Projects have involved analysis of commercialization opportunities for factor strategies; new classification schemes to better represent disruptive technologies; and ESG strategies with multi-tiered weighting schemes.

Markit, New York, NY

2010–2013

Senior Director, Head of Business Development

Provided executive leadership for eight-member team in Market Data and Information BU focused on commercializing existing and new products in North America for \$1 billion provider of financial information services to global financial markets. Key driver of revenue acquisition identifying client issues and priorities and providing solutions based upon the services of the firm. Facilitate and contribute to proposal opportunities and client presentations. Responsible for business analysis, strategy development and major client relationships.

- \$8 million in client relationships protected by leading initiative to improve product quality through conversion of internal product offering.
- 47%+ improvement in lead conversion gained by implementing education program for sales team with presentations and personal client support.
- 20% revenue increase achieved by negotiating around exclusivity clause in major client contract and, adding three top industry buyers/licensees leading to new, innovative business

Bloomberg LLP, New York, NY

2009–2010

Strategic Business Head

Led strategic analysis of new business initiative in Data Solutions group leveraging data and information assets to determine feasibility of building and commercializing new business for multibillion-dollar global leader in business and financial information. Focus was on collaborating across the organization with directors in various verticals to gather information on data availability and capabilities with strong attention to detail and presentation.

- Created Business Plan for \$100 million piece of billion-dollar market; presented and secured BOD approval to pursue new business opportunity.
- Positioned company to commercialize information by bridging siloed-operations and influencing collaboration for value-added product to serve internal stakeholders.
- Participated on Data Acquisition Team reviewing proposals for “big data” opportunities from external vendors

FTSE Group, New York, NY

2008–2009

Global Business Unit Head

Recruited to direct business unit supporting products for all Alternative Indices (data and related products) including managing product quality and relationships, supporting sales calls, and being SME and main company representative in U.S. for \$150 million, privately held, world-leader in provision of global index and analytical solutions.

- 40% boost in U.S. revenue captured after launching two new products through effective leadership of global product management team despite managing from remote location.
- 5% of company income, improvement of image and seat on prestigious industry board gained by improving relationships with two major partners on key initiative.
- 5% budgeted revenue increase realized by developing new product line co-designed with leading IP provider.

Dow Jones & Company, Inc., Princeton, NJ

2001–2008

Senior Director - Business Development, Sales and Marketing

Promoted through roles of increasing accountability from Director of Marketing leading six-member team and overseeing \$2 million budget to Senior Director of Business Development; consisting of 10-member staff focused on gaining presence and market share in institutional investor segment and one of five core managers in Dow Jones Indexes BU for \$1+ billion publisher of world’s most vital business and financial news and information.

- Market representing 75% of potential revenue penetrated through patient, persistent presentation of product “story” to key decision-makers

- 20 new clients captured over 18-month sales cycle by implementing strategic business plan and tactics that won adoption of product and brand awareness.
- Ensured competitive product positioning by conducting strategic analysis and creating Commercial Policy as company entered new and dominant business segment.
- Led business development team on 50+ major client calls and presentations annually and became trusted face and SME of company.

Church & Dwight, & Co., Inc., Princeton, NJ

1996–2001

Senior Business Manager

Worked in Specialty Products Division, which represented 40% of revenue and 60% profit managing bulk chemical exports to clients and competitors in Japan and Mexico for \$2.6 billion leader in household consumer products and personal care industry with brands that include Arm & Hammer, Nair, Oxi Clean, and Orajel. Managed relationships and outsourcing requirements of major competitors in Japan and Mexico contributing 10% to division \$200 million revenue achievement.

EDUCATION

M.B.A., Finance, Temple University, Philadelphia, PA, (August, 1982)

B.A., Economics, SUNY – Stony Brook, Stony Brook, NY (January 1981)
(University High Honors, Departmental Honors in Economics)

MEMBERSHIPS

Phi Beta Kappa

Women in ETFs

Qwafafew

IAQF

Women's Professional Network (Rutgers Business School)

Regency Holmdel Book Club