

Mary Lynn Cusick

Background and Bio

Mary Cusick is an accomplished executive who is recognized as an exceptional leader and a strategic thinker who gets results.

Mary's diverse portfolio of experience and expertise includes strategy development, comprehensive brand implementation, industry leadership, community and business advisory roles. Her career is comprised of extensive corporate experiences, as well as management and advisory roles in higher education and public service. Her leadership has allowed her to significantly contribute to central Ohio, the state of Ohio and nationally.

A 30-plus year career at Bob Evans Farms included senior leadership roles in corporate communications, crisis communications, investor relations and marketing. She served on the public company's corporate executive committee which was responsible for critical decision-making in the organization. Mary helped lead growth in the restaurant and food products business from \$70 million to nearly \$2 billion in sales. During her tenure, Bob Evans grew to be recognized as one of the most highly regarded family dining chains in the country with nearly 600 restaurants.

After leaving Bob Evans in 2011, Mary established a consulting practice and transitioned to The Ohio State University Fisher College of Business. As Executive Director of The Initiative for Managing Services, she was responsible for collaborating with members to deliver on the customer experience. Mary collaborated with faculty, staff and corporate partners to evaluate operations and recommend a new, more relevant and competitive positioning.

From The Ohio State University, Mary was recruited to lead TourismOhio, the enterprise responsible for promoting tourism as an economic development initiative for the state of Ohio.

At the direction of Governor Kasich, Mary was charged with a comprehensive repositioning and rebranding of the state. In response, Mary developed and directed consumer research, strategy, implementation, communications and agency partnerships to create branding and marketing communications to promote the State of Ohio's \$40b tourism industry. With a \$10m budget and a team of eight marketing professionals, the "*Ohio. Find It Here.*" branding, while still in its infancy, has been recognized by both the travel industry and travelers as a breakthrough campaign.

In the corporate communications field, Mary served as chair of the 20,000-member Public Relations Society of America. She has also chaired the Thirty One Gifts advisory board and served on the advisory board of Crimson Cup Coffee.

Mary is currently the CEO and President of The Women's Fund of Central Ohio, a social change non-profit that sparks conversations, connects people and organizations, and influences the opportunity for economic empowerment and leadership for women and girls.

In addition to her corporate work, Mary has been extensively involved in her community, both personally and professionally. As she created her company's strategy in the areas of corporate philanthropy, community relations and local restaurant marketing, there was an opportunity for her to fully understand the role of social services and contribute as a board member and volunteer. From the Development Board at Nationwide Children's Hospital, to the Ohio 4-H Foundation to Action for Children, her board service has culminated in leadership and chair roles. She has served on the Farmer School of Business Advisory Board at Miami University and given leadership to numerous fundraising campaigns there and at The Ohio State University.

Her community leadership has been focused in the areas of children and education. Serving as chair of the South Side Learning and Development Center, Action For Children and Vice Chair of ROX (Ruling Our eXperiences). As a respected neighborhood leader she chaired the board of the German Village Society.

In 2010 Mary was named a YWCA Woman of Achievement, one of our community's greatest honors.

Her degree is from Miami University in Oxford, Ohio, with numerous continuing education and professional development programs, including finance at the University of Chicago's Booth School of Business, and Duke University's Fuqua School of Business OnBoard Bootcamp for corporate board members.

She lives in Columbus, Ohio's historic German Village and in Michigan's Leelanau County, northwest of Traverse City. Her husband, Dave Wible, is well-known for his marketing achievements and for his work in promoting fresh food, local farmers and artisans as the Executive Director of the North Market Development Authority. They have two married sons, two grandsons, three granddaughters and last, but not least, Annie-the-Coonhound.

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