



Dara S. Redler

PROFILE

A strong, highly proficient strategic business-oriented executive who has served companies with global footprints in industries including financial services, consumer products, and travel technology. Outstanding record of leadership in enterprise risk management, strategy, information security, and corporate transactions. Deep understanding of governance. Accomplished in developing and implementing pragmatic business-oriented solutions aligned to business plan goals. An enterprise thinker with strong financial acumen and exceptional business judgment.

CONTACT

404-358-4436; Atlanta, Georgia
[linkedin.com/in/dara-redler/](https://www.linkedin.com/in/dara-redler/)
darasredler@gmail.com

NOTABLE EXPERTISE

Global Experience
Enterprise Risk Management
Corporate Strategy
Transformation
Mergers & Acquisitions
Regulated Industries/ Compliance
Information Security
ESG

LEADERSHIP

- BlockPAC Board of Directors
- Executive Sponsor Belonging Council
- Pebble Tossers' Board of Directors
- Women's Leadership Forum Board
- Coca-Cola Global Diversity Council

RECOGNITION

- Board Prospects NextUP 50 Award
- OnBoard Excellence Award
- Women We Admire – Top 50 CLO
- Women, Influence & Power Honoree
- Canadian Law Awards – Innovation

MEMBERSHIP

- Nat'l Assoc. Corporate Directors
- Women Corporate Directors
- Wharton Alumni for Boards
- WomenExecs on Boards

EXPERIENCE AND SELECT ACCOMPLISHMENTS

H&R Block, Chief Legal and Administrative Officer

2022- Present- NYSE- Market Cap \$5.3 Billion; Tax and financial products

- Leads regulatory, information security, enterprise risk, government relations, data privacy, compliance, and legal
- Created new governance structure for AI implementation
- Advisor for H&R Block Board of Directors
- Multi-year transformation of risk profile and culture
- Contributing to new five year strategic plan

Tilray, General Counsel, Chief Compliance Officer, Corporate Secretary

2019-2021- NASDAQ; Market Cap \$5.2 Billion at time of departure
Global leading cannabis and hemp company

- Led M&A for industry merger to create the world's largest cannabis company by revenue- \$4 Billion merger
- Advised on multi-million-dollar global business arrangements
- Guided Tilray's introduction into new international markets - including Spain, Israel, Switzerland, New Zealand
- Managed material shareholder issues
- Built a global compliance program with challenging regulations

The Coca-Cola Company, Vice President & Senior Counsel

2001-2018- NYSE- Market Cap \$313 Billion;
Legal leader supporting business functions:
Worldwide Marketing and Growth Function, 2016 – 2018
Brand Marketing, Global Bottling Investment Group, 2012 – 2015
Strategic Initiatives, Development, Franchise Leadership, 2011 – 2012
Retail, Commercial, and Franchise Operations, 2008 – 2010
Foodservice and Hospitality Sales and Marketing, 2001 – 2007

- Team leader for one of the most successful marketing programs in Coca-Cola history which resulted in double-digit volume growth
- Integration team for significant M&A including the largest Coca-Cola bottler, VitaminWater/ Smartwater
- Supported the sunset of the largest consumer beverage loyalty program and sunrise of a digital program platform of \$19 million
- Developed transformation initiative for worldwide licensing \$9.5 million business; streamlined processes resulting in 20% efficiency
- Created a business plan that led to the beginning of a juice business for the North African Coca-Cola business unit worth multi-million dollars in revenue

Worldspan, L.P., Senior Counsel

1993-2001- Provider of travel technology and content

Alston & Bird (Tier 1 Global Law Firm), Associate

1991-1993- Product Liability and General Commercial Litigation

EDUCATION

Harvard Business School- Executive Education- Women on Boards

Duke University School of Law 1988-1991, J.D.

University of Pennsylvania 1984-1988

- The Wharton School, B.S. Cum Laude
- College of Arts & Sciences, B.A. Cum Laude