



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 risk assessment, strategic thinking, governance, and corporate transactions. Deep understanding of digital transformation, brand management, and M&A integration. Accomplished in developing and implementing pragmatic business-oriented solutions aligned to business plan goals. An experienced and dynamic business partner who is an enterprise thinker with financial acumen and exceptional business judgment.

CONTACT

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NOTABLE EXPERTISE

Global Experience
ERM
Strategic Growth
ESG
Public Company Requirements
M&A
Regulatory
Compliance
Diversity, Equity, Inclusion & Belonging

LEADERSHIP

- BlockPAC Board of Directors
- Executive Sponsor of H&R Block Belonging Council
- Women's Leadership Forum Atlanta Board of Directors
- Pebble Tossers' Board of Directors
- Coca-Cola Global Diversity Council
- President, Coca-Cola Women's BRG

RECOGNITION

- NextUP 50- Board Prospects top executives ready for Board role
- YWCA Corporate Woman of Achievement
- Canadian Law Awards – Innovation

EXPERIENCE AND SELECT ACCOMPLISHMENTS

H&R Block, Chief Legal Officer

2022-Present- NYSE; Leading tax and financial product company

- Leadership for H&R Block Board of Directors
- Supported the launch of Spruce – H&R Block mobile banking app

Tilray, General Counsel, Chief Compliance Officer, Corporate Secretary

2019-2021- NASDAQ; Global leading cannabis and hemp company

- Led M&A for industry merger to create the world's largest cannabis company by revenue -- market cap of \$8.2 B
- 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 global compliance program with challenging regulations

The Coca-Cola Company, Vice President & Senior Counsel

2001-2018- NYSE; 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 member for one of the most successful marketing programs in Coca-Cola history, which resulted in double-digit volume growth, 95% positive sentiment rating, and 260 million impressions
- Part of integration team for significant M&A, including largest Coca-Cola bottler, VitaminWater/Smartwater
- Cross-functional leadership of Coca-Cola's global digital transformation to become a digital-first business; supported sunset of largest consumer beverage and loyalty program and sunrise of digital program platform investment of \$19 million
- Developed transformation initiative for worldwide licensing \$9.5 million business; streamlined processes resulting in 20% efficiency
- Member of cross-functional project team creating 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
- Led significant DE&I initiative to advance women's initiative of the Women's Business Resource Group globally, resulting in 20% growth, expansion to 15 new countries

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

Duke University School of Law 1988 --1991

University of Pennsylvania 1984 --1988

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