

Charity Huff

Risk Management, Merger & Acquisitions, New Market Growth and Expansion,
Capital Sourcing, Cyber Security, Digital Technology, Succession Planning

Charity Huff is an engaged independent director with experience in venture-backed companies, multi-generational, family-held companies, and non-profits. Charity has built her digital technology career, growing successful companies and revenue channels from early stage to growth. As a serial entrepreneur, Charity has built and successfully exited her own ventures as well as provided strategic consulting and advisory service to others seeking to do the same.

As a highly regarded consultant, Charity has developed a keen sense of how to leverage disruption of an industry, market, or competitor to create new opportunities for growth and increase shareholder value.

Tapped by Fortune 500, growth companies and startups, Charity has provided C-level leadership for businesses in the midst of a transition. Charity has acted as CEO, COO and CMO, raising capital, developing new revenue channels and markets, managing acquisitions and exits, and developing long-term strategic plans toward a sustainable, growth model for those business.

Charity currently serves as an independent Board Member for Swift Communications, a mid-cap, privately held company. In her first year on the board, Charity advised on the successful transition from second to third-generation family ownership. Charity serves on the nominating committee, where she is responsible for vetting additional independent board members who will assist the business in its diversification from media to a balanced portfolio of holdings.

Charity serves as Chairman of the Board for Family to Family Support Network. Partnering with healthcare companies, their mission is to ensure every child born in the US goes home in the safest arms possible. In her role, Charity is advising the organization on their long-term sustainability model that includes funding from federal, state and local government sources as well as private foundations, with aligned missions.

Charity advises several startups and early stage companies in a variety of industries including technology, healthcare, food & beverage, human resources, media and events. Charity is an active angel investor.

With Charity's Maroon consultancy, her clients have included: Hearst, The McClatchy Company, Lee Enterprises, Clarity Media, Digital First Media, Dow Jones (News Corp) and others.

Charity co-founded Tru Measure in 2009, building the advertising analytics platform used by the majority of the US publisher market, digital ad agencies, and ad-tech platforms in the US, Europe, Australia, and Central America. Acquired by The McClatchy Company in 2013, Charity joined McClatchy's Innovation & Marketing team in a senior leadership role. Charity continued to grow the value of Tru Measure and the other technology investments in McClatchy's portfolio, by 50% during her 2.5 year tenure.

A quasi-native, Huff has lived in Denver for over 20 years. Charity is active in her local community including, her involvement in Girls Scouts, Family to Family Support Network, and her foundation work, The Huff Foundation. She enjoys skiing, hiking and spending time with her husband of 23 years, Brian, and their children Trenton and Sarah. And, because you cannot be a true Coloradan without a dog, she has a spoiled mini-dachshund, Polly.



*Charity Huff
Career Snapshot*

Board Leadership

Board of Directors, Swift Communications Inc.

Chairman of the Board, Family to Family Support Network

Board of Directors, SIIA, Specialty Information Publishers Association

Advisor, Recruiting Innovation
Advisor, Tiger Pistol

Relevant Experience

2007 – Present, Managing Partner, Maroon Ventures

2013 – 2015, Innovation & Marketing, The McClatchy Company

2009 – 2013, Co-Founder, Tru Measure

1997– 2005 DexYP, Corporate Program Management Office

Credentials

MBA, Regis University, 2004

BA Communications,
Washington State University,
1997

Corporate Board Bound
Graduate, 2017



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