

Acertitude Recruits COO for the One Earth Future Foundation

Bud Rosenthal brings operational leadership to Marcel Arsenault's NGO focused on fostering sustainable peace in fragile and post-conflict environments around the world

NEW YORK (Oct. 9, 2019) — Acertitude, the executive search firm unleashing human potential, has recruited Bud Rosenthal as chief operating officer to the leadership team of the One Earth Future Foundation (OEF), a U.S.-based NGO focused on creating a more peaceful world through collaborative, data-driven initiatives.

“Filling the COO role at the One Earth Future Foundation was a vital and difficult mission to hand to Acertitude. We needed a leader that deeply values philanthropy with extensive business experience, and the ability to bridge both worlds together with best in the world leadership ability,” said Marcel Arsenault, CEO and founder of OEF. “We are excited to have Bud Rosenthal join our leadership team at OEF, and are so appreciative of the Acertitude team for their hard work finding the right fit. Kevin, Joann, and team did an A+ job.”

As COO, Mr. Rosenthal will oversee OEF's portfolio of mission-driven programs, ensure world class operational support, and make investment decisions as the organization seeks to scale its proven model to change the world for the better. He reports into and will work hand-in-hand with Arsenault to implement programs, along with other functional leaders and key stakeholders in communities of interest.

Rosenthal is an established business-builder, innovator, and operator, bringing over 20 years of experience in the high-growth technology sector. He has held leadership roles with both large, public media and technology companies such as AOL and Yahoo as well as private equity and venture-backed startups navigating turnarounds and high-growth.

Prior to joining OEF, he served as chief executive officer of early stage SaaS company FirePoint. Rosenthal previously spent six years at AOL, most recently as president of AOL Core, with full P&L and operational responsibility of the global operating unit. Before that, he held chief

executive officer, president, and general manager roles for fast-growing digital media firms, many of which were venture- and private equity-backed in nature. Rosenthal has served on the boards of many distinguished non-profits, including board member in Washington DC area for Junior Achievement, the Make-a-Wish Foundation, the Children’s Science Center of Northern Virginia, MicroMentor, the AOL Foundation, and MindsMatter.

The COO search was led by Acertitude Co-Founder and Managing Partner Kevin O’Neill and Principal Joann Maciejewski, who worked closely with Marcel Arsenault and Jon Bellish, vice president of strategy, at OEF.

“We’re grateful for the opportunity to impact One Earth Future’s life-changing work of global peace-building around the world,” said O’Neill. “I look forward to seeing Bud apply his diverse corporate background and demonstrated operational leadership in support of the organization’s important mission. With his excellent operational skills and warm personal style, he is a strong addition to an already talented team.”

To learn how you can support One Earth Future’s work to solve complex problems facing humanity, go to: oneearthfuture.org.

About Acertitude

Acertitude is the executive search firm unleashing human potential. We discover, connect, and empower brilliant people at work. Our approach to search creates human connections, uses sophisticated data and behavioral analytics, and brings your inside story to life. Our team specializes in the consumer, financial, healthcare and life sciences, industrial, private equity, professional services, and technology industries. Explore how to unleash your potential: www.acertitude.com.

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