

**RIPA RASHID APPOINTED AS
CHIEF DIVERSITY OFFICER OF
CONSUMER REPORTS**

February 2024 - Bridge Partners is pleased to announce the appointment of **Ripa Rashid** as **Chief Diversity & Inclusion Officer of Consumer Reports**.

Consumer Reports was founded in 1936 at a time when consumers had very few options to gauge the value, quality, or authenticity of goods and services. It was an era of unfettered advertising claims, rapid technological progress, and patchwork regulations—so CR was created to equip people with the credible, trustworthy information they needed to make informed choices. Consumer Reports works to create a fair and just marketplace for all. As a mission-driven, independent, nonprofit member organization, CR empowers and informs consumers, incentivizes corporations to act responsibly, and helps policymakers prioritize the rights and interests of consumers in order to shape a truly consumer-driven marketplace.

Ripa Rashid joins Consumer Reports from TD Cowen. As Chief Diversity Officer of Consumer Reports, Ms. Rashid will partner with senior leaders to shape, advance, and lead the organization's overarching DEI vision and strategy. She will serve as a leader, advisor, advocate, catalyst for change, and institutional resource focused on embedding accountability for diversity, equity and inclusion into all programs and activities across the organization.

Ms. Rashid holds a Bachelor of Arts in Astrophysics from Harvard University, a Master of Arts in Anthropology from New York University, and a Master of Business Administration from INSEAD.



Ripa Rashid

ABOUT BRIDGE PARTNERS:

- Founded in 2003 and led by a diverse team of women and leaders of color, Bridge Partners is a retained executive search firm with an unrivaled track record of guiding and implementing an inclusive search process, centering both our work and our own culture in equity.
- Today, with offices in New York City, Boston, Chicago, Miami, Philadelphia, San Francisco and Washington DC, our clients include major corporations, nonprofits, public sector and social impact organizations across the United States and around the world.
- We have both a nonprofit practice (other clients include: **Howard Hughes Medical Institute, American Society of Clinical Oncology, AARP, and Public Broadcasting Service**) and a global for-profit practice (clients include **McKesson, Estee Lauder, Freddie Mac and Hershey**).
- What they have in common is a desire to harness the proven market, talent and performance advantages of a diverse leadership group that reflects the world we live in and the constituents they serve. They retain Bridge Partners to leverage our innovative search approach and our track-record of presenting the highest caliber, diverse executives.