

“The entrepreneurs I talk to all day long really get that money and meaning are equally valuable currencies. To them. To the world. And I can see that it works that way for organizations, too: until social purpose and financial promise are aligned, they just don't have the kind of impact that they want...that they're fully capable of.”



**SUZANNE MUCHIN:** FOUNDER, LEAD STRATEGIST

**Suzanne Muchin is the Founder and Lead Strategist of ROI\* Ventures, LLC, (Return on Inspiration),** one of the nation's leading strategy firms focusing on bringing greater market traction to projects with social purpose.

For the past 18 years, Suzanne has worked from inside and outside social ventures, designing programs, business concepts and products that have resulted in more than \$100 million in direct and leveraged investments for projects seeking to 'matter more.' Prior to launching ROI Ventures, Suzanne was CEO of Civitas, a communication and marketing firm for the early childhood field that was founded by the former president of Harpo Entertainment. Suzanne came to Civitas from Teach For America, where she served for three years as the Vice President of National

Programs after having been a TFA Charter Corps Member in the South Bronx. A graduate of Tufts University, Suzanne is a member of the Wexner Heritage Foundation, Chair of the Board of Advisors of the Chicago Children's Museum and is a member of their Board of Directors. She also serves on the Visiting Committee for the University of Chicago School of Social Service Administration. A frequent public speaker, Suzanne has guest lectured for the past ten years at Northwestern's Kellogg School of Management and the Booth School of Business at the University of Chicago.

She and her husband, David Brown, are members of the Chicago Marathon Team for the American Liver Foundation and have run six marathons together to support the organization. They live in Chicago with their five children.