

Operation Underground Railroad (OUR) Announces New Executive Leadership Team and Establishes Center of Excellence in Minneapolis

SALT LAKE CITY – April 15, 2024 – Operation Underground Railroad (OUR) a leading non-profit organization dedicated to the fight against child sexual exploitation and human trafficking worldwide, today announced the appointments of three senior leaders to newly created executive roles and the promotion of three current leaders. Along with CEO Tammy Lee, and Nate Davis, SVP of Global Operations and Survivor Care, these seven leaders comprise OUR's new Executive Leadership Team.

"I am pleased to announce the formation of OUR's new Executive Leadership Team. This is a pivotal step in our move to reposition OUR for growth and continued success in our mission of partnering with law enforcement to identify and arrest traffickers, rescue survivors, and provide compassionate care for survivors to start a new life of freedom and opportunity," said Tammy Lee, OUR's Chief Executive Officer. "This executive team brings a wealth of experience from the nonprofit, corporate, education, healthcare and finance sectors to accelerate the reach and impact of our work within our three pillars: Education, Operations and Survivor Care."

The three new senior leadership hires include:

- **Teresa Harland, Senior Vice President, Advancement and Education**

Prior to joining OUR, Harland spent the last four years working with high-net-worth individuals at First Intentional Bank & Trust (FIBT), serving as both a wealth advisor and private banker. She also served as the corporate giving officer and liaison to bank ownership for their family foundation. Prior to that, Harland led as a fundraising executive in higher education for more than 20 years, establishing major donor and transformational philanthropic relationships. She led a \$157 million comprehensive capital campaign, secured the largest received philanthropic gift, and set a record for the largest fiscal year fundraising effort. With Harland's deep expertise in nonprofit fundraising, OUR is on a fast-track to grow its charitable and corporate support to broaden the reach and impact of OUR's mission.

- **Tracy Jaeger, Senior Vice President, Strategy and Data Analytics**

Jaeger is a seasoned strategy officer with more than 25 years of experience in healthcare. She has exceptional skills in leveraging market insights, predictive analytics, and competitive intelligence which help to inform strategic decision-making. Jaeger spent seven years working with HealthEast in St. Paul, Minnesota, where she held leadership roles including Vice President of Strategy, Customer Experience and Marketing. As Chief Strategy Officer and Senior Vice President, System Development for a large healthcare system, Jaeger was responsible for establishing operational alignment, creating an integrated strategy and financial planning process, and developing a growth plan garnering Board approval for a \$900 million capital expansion. She comes to OUR from MorningStar Senior Living, where she served as Executive Vice President and Chief Strategy Officer and was integral to the company's growth and market expansion. Jaeger's experience will enable OUR to further optimize donor dollars, gain efficiencies, prioritize strategic initiatives across the organization, and report on the specific outcomes of OUR's work with data-driven metrics to promote trust and transparency.

- **Kymm Martinez, Senior Vice President, Mission Marketing and Communications**

Martinez has more than 25 years of experience in strategic marketing and communications in both the for-profit and nonprofit sectors. Most recently she served as Chief Marketing Officer for the American Cancer Society, an organization with a \$700 million+ per year budget. Prior to that, she was CMO for the University of St. Thomas, where she built state-of-the-art marketing and communications centers of influence from the ground up. She also spent 20 years working at Fortune 200 company General Mills, improving the performance of notable brands including Cheerios, Yoplait, Haagen-Dazs, Pillsbury, and Betty Crocker in the United States and Latin America. Martinez joins at a time when OUR is in the middle of an exciting new rebrand and realignment of mission, which will be announced in early May.

Harlan, Jaeger and Martinez, along with CEO Lee, form the nucleus of the OUR's Strategy, Marketing and Advancement Center of Excellence in Minneapolis and will divide their time between there and the Murray, Utah headquarters. Lee added, "We have exciting plans to grow our donor base and deepen our partnerships with law enforcement domestically. Minneapolis is the right location with the right talent to accelerate this mission and serve as complementary hub to our Salt Lake City HQ."

In addition to these external hires, OUR announces three new internal promotions for senior leadership promotions, including:

- **Kristi Brangle, Senior Vice President, People and Culture / Chief of Staff for Murray Headquarters**

Brangle joined OUR Rescue in October of 2021 as Director of Human Resources and was soon promoted to Vice President of People and Culture. She now leads as Senior Vice President, People and Culture / Chief of Staff for OUR's headquarters in Murray, Utah. Previously, Brangle served as Vice President of People and Culture at the National Ability Center (NAC), a non-profit that empowers individuals with disabilities through the transformative power of adaptive recreation and adventure. She has a passion for mission-focused organizations that work to empower and provide opportunities for the most vulnerable populations. Her growth-minded strategies will be instrumental as OUR works to ensure the right individuals are in the right roles throughout the organization.

- **Carlos Bauer, Senior Vice President, Finance**

Bauer joined OUR in March of 2021 as Vice President of Finance and Accounting. Now as Senior Vice President of Finance, Bauer oversees all finance and accounting operations domestically and internationally. Bauer joined OUR from Predictive Technology Group, a biotech and life sciences business focused on advanced regenerative medicine where he served as Controller. Bauer's business acumen and ability to think strategically will help drive OUR's plan for sustainable growth. Additionally, Bauer is implementing new robust data-analytics and reporting processes to ensure transparency and deepen public and donor trust.

- **Jeff Carter, Senior Vice President, Technology Operations**

Carter joined OUR more than two years ago as Chief e-Commerce Officer. Prior to that, he had a long tenure with Backcountry where he implemented customer experience and fulfillment

strategies domestically and internationally. In 2017, he was recognized by the Postmaster General at the National Postal Forum with an award for Shipping Innovation in e-Commerce. As Senior Vice President, Technology Operations, Carter oversees the streamlining of systems and processes throughout the organization, helping OUR to operate more effectively and efficiently internally, and externally with our law enforcement and survivor care partners.

Harland, Jaeger, Martinez, Brangle, Bauer, Carter and Davis all report directly to CEO Tammy Lee.

About Operation Underground Railroad (OUR)

Headquartered in Utah with centers of excellence in Minnesota and Florida, OUR is a non-profit organization that is dedicated to the fight against child sexual exploitation and human trafficking worldwide. Founded in 2013, OUR's work spans the globe and includes assisting law enforcement with highly trained personnel, intelligence gathering, capacity building, and contributing hardware, specialized tools, training, and support to law enforcement agencies. OUR also supports and provides comprehensive survivor care with a specially trained case workers, capacity building and contributing training and resources to local facilities. For more information, please visit OURrescue.org.

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