

**BIO**  
**Robert Ferriday III**

Robert Ferriday III is retired CFO of United Way of Greater Milwaukee, Inc. During his 25 years of service, he was active at both the local and national level within the United Way System. He served as Chair of the Financial Issues Committee and the Financial Managers Roundtable at United Way of America and has taught financial management at the National Academy of Volunteerism in Alexandria, VA. Bob retired in 2003.

Prior to joining United Way, Bob was Finance Director of an industrial products group and an Information Systems Director at Globe Union, Inc, a manufacturing company in Milwaukee. Bob served for 3 ½ years as a statistical services officer in the US Air Force at the Air Material Command at Wright Patterson AFB, in Dayton Ohio.

Bob has BS in Economics from Purdue University in 1960 and an MBA from The Ohio State University in 1967. Following his wife's death from ovarian cancer in 1998, he joined the Board of the Ovarian Cancer National Alliance (OCNA) in Washington DC. He had several roles while on the Board, including Treasurer, Chair of the Audit Committee and Chair of the Executive Search Committee.

He is currently on the Executive Committee of Pathfinders, Milwaukee, a United Way funded agency, a member of the Finance Committee of the University of Wisconsin-Milwaukee Foundation Board, Treasurer of The Peace Learning Center of Milwaukee and member of the Next Door Foundation Endowment Committee. He has been an active member of the WUWM Public Radio Community Advisory Board, retiring in 2007 after more than 12 years of service and is past President of the Board of WEBA, the Wisconsin Employee Benefits Association and past Treasurer of the Board at St. Catherine Residence.

While at United Way of Greater Milwaukee, Bob was instrumental in the formation of the Historic King Drive District, the predecessor organization of the Historic King Drive Business Improvement District. He has been an active supporter of business development in the district for over 25 years and currently serves as Vice Chair of the Board and member of the Executive Committee of the BID.

Bob is married to Barbara McMath and has three grown married daughters and eight grandchildren.

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