

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 has had several roles while on the Board, including Treasurer, Chair of the Audit Committee and Chair of the Executive Search Committee. He is still active with OCNA.

He currently serves as President of the Board of The Counseling Center of Milwaukee, a United Way funded agency, President of the Board of WEBA, the Wisconsin Employee Benefits Association, Treasurer of the Board at St. Catherine Residence and member of the Finance Committee of the University of Wisconsin-Milwaukee Foundation Board. He has been an active member of the WUWM Public Radio Community Advisory Board, retiring in 2007 after more than 12 years of service.

Bob is married to Barbara McMath and has three grown married daughters. He lives in Shorewood, WI.