

## PHILIP RUPPEL

Senior executive leading professional information services businesses for pre-eminent media organizations in B2B and B2C global markets. Industry recognized expertise as a strategic leader and operator of complex global enterprises and organizations. Proven organizational, team-building, and operational skills combined with a deep understanding of print, digital, and technology convergence. Track record for delivering top and bottom-line results, turn-arounds, and product / technology innovation.

### PROFESSIONAL EXPERIENCE

#### **MCGRAW-HILL EDUCATION**

**1992 - 2014**

**President, Professional Division**

**2007 - 2014**

**President, International Division**

**2012 - 2013**

Chief architect of the digital transformation strategy for the McGraw-Hill Education Professional global franchise to increase revenue, expand market share, and strengthen institutional customer base. Articulated the vision to stabilize the print business and accelerate the growth of the digital platform offering. P&L responsibility for \$130M domestic product and sales organization and \$60M international distribution. Achieved market-leading financial results, EBITDA, cash flow, and margins. Developed new digital platforms to expand global distribution and reach. Grew digital enterprise by >30% CAGR over past 5 years.

#### **Accelerated digital growth through new product launches, enhancement of digital offerings, and creation of digital culture**

- Transformed a traditional print-focused business into a digitally driven services enterprise with significant bottom-line and margin results
- Delivered 29% CAGR organic growth for seven years of digital platforms serving the medical, engineering, and science markets
- Launched multiple market-leading healthcare and engineering platforms serving professional workflow and educational needs
- Created 5000 title eBook database gaining >\$15M in ongoing incremental revenue
- Led print-on-demand, native apps, and digital-first technology initiatives

#### **Expanded global reach through product alignment, sales and distribution expansion, and customer focus**

- Launched enterprise initiatives in emerging markets resulting in multi-million dollar recurring revenue contracts
- Gained 95% market share in key institutional markets and 92% renewal rates for subscription businesses
- Deep understanding of customer needs and product / market orientation with highly developed international customer relationships especially in key emerging markets
- Recognized authority and thought-leader in global professional markets

**Created performance culture through discipline, focus, and sales leadership**

- Budget over-achievement in the past 5 years
- Achieved ~30% EBITDA margins through digital mix and disciplined expense management. Increased gross margin performance for 7 consecutive years.
- Grew Professional's digital business 30% CAGR over seven-year period
- Increased institutional digital market share and expanded scale to >50% of domestic revenue
- Built high-performance teams and attracted world-class talent
- Managed staffs of 300 – 1500 employee organizations, domestic and international
- Served in dual role as President of 1,500-person International group (\$400M) revenue and Professional group throughout the 2012 sales process; initiated major change-management initiatives

**Hands-on experience managing acquisitions, divestitures, and asset sales**

- Led the McGraw-Hill Education Professional and McGraw-Hill Education International sale to Apollo Global Management in 2012 including messaging, offering memorandum, management presentations, and due diligence
- Led the buyout of the minority interest in Tata McGraw-Hill Enterprises (India)
- Led Professional's acquisition of Dow-Jones Irwin and Tribune Education's professional and consumer portfolio.

**Vice President & Group Publisher, Professional Division**

**2004 – 2007**

**Publisher, Business & General Reference Division**

**1992– 2004**

Transformed global STM business through focus, execution, and creation of new products and digital formats

- Led the product development, production, creative, and marketing for all professional publishing programs driving >\$100M of annual revenue
- Achieved global recognition through awards, bestsellers, and sales growth
- Expanded into new and growth segments including digital distribution

**NEW YORK INSTITUTE OF FINANCE/PRENTICE HALL**

**1989 - 1992**

**Associate Publisher**

Expanded the investing/finance education information program for market-leading Wall Street training organization

**WARREN, GORHAM & LAMONT**

**1983 - 1992**

**Director/New Business Development**

**Editor / Executive Editor**

Developed new product launches for continuity information services for finance and business professionals

**CENTRAL PENN NATIONAL BANK**

**1981-1983**

**Assistant Officer**

Managed corporate communications and employee benefits/relations functions for \$1B regional Philadelphia-based commercial bank

## **EDUCATION**

**Hamilton College**

BA, Art History, 1980

## **ADDITIONAL LEADERSHIP ACTIVITIES AND ACCOMPLISHMENTS**

- Awarded 8 McGraw-Hill Companies Corporate Achievement Awards recognizing exceptional team leadership, product innovation, and marketing expertise
- Board member of the Association of American Publishers, Johns Hopkins University Press, United Way of Greenwich
- Board member of McGraw-Hill Ryerson (public company) and Tata McGraw-Hill Enterprises India (joint venture)
- Official Publishing Consultant to the General Administration of Press and Publication of the People's Republic of China (GAPP)
- Speaker and panelist at numerous industry events including Professional & Scholarly Publishing Association, Beijing International Book Fair, Frankfurt Book Fair, US Government Printing Office
- Avid runner (10 marathons) and sailor