



Peggy McHale
Pariveda Solutions

Peggy McHale serves as an independent board member for Pariveda Solutions an employee-owned (ESOP), strategy and technology consulting company based in Dallas, Texas. She serves on both the audit and compensation committees. Peggy is also the co-founder and recently retired Managing Director for Blend 360 (Formerly C2G Partners and Consultants 2 Go) a Newark, NJ based consulting firm that provides marketing and data science solutions to Fortune 500 companies in the Financial Services, Fintech, Telecom, CPG, Healthcare, IT and Insurance industries. C2G was acquired in 2016 by Whitegate Capital Partners, a private equity firm. Peggy founded the company with her business partner Sandi Webster in 2002 and grew it into one of the fastest growing businesses in the US. The company was named to the Inc 500 list for seven years. In addition, C2G was recognized twice by Fortune Magazine/ICCC as one of the top 100 Inner City Companies in the US. Peggy was also a two-time finalist for EY's Entrepreneur of the Year. She was awarded Leading Women of NJ and Top 50 Women Leaders in NJ by NJ Biz.

Peggy is the co-author of *Black and White Strike Gold: Practical Nuggets to Grow Your Business*. She just recently co-wrote *Lessons Beyond the Obvious: An Entrepreneurs Handbook*. Before she started her company, she was a Vice President of Marketing at American Express. She holds an MBA in Finance from St. John's University and a BA from the College of Mount St. Vincent. In addition, Peggy is committed to supporting several non-profit organizations including New Jersey Institute of Technology's Undergraduate Research and Innovation Board. Peggy served on the State Board of the New Jersey Association of Women Business and the Women's Center for Entrepreneurship in NJ (WCEC). She is currently a member of the Women Presidents' Organization (WPO), and the National Association of Corporate Directors (NACD).