



Serita Cox, CEO & Co-Founder, iFoster

Serita, along with husband Reid, launched iFoster in October of 2010. Serita brings to bear her personal experience in foster care, devoted commitment to a number of youth development initiatives, and over a decade of experience in executive-level management at Fortune 100 companies, corporate strategy consulting and non-profit strategy consulting.

Prior to founding iFoster, Serita was a strategy consultant with The Bridgespan Group, a consulting firm that helps nonprofit and philanthropic leaders accelerate social change. Her primary focus areas were child welfare and juvenile justice, with clients including some of the largest philanthropic foundations and non-profits serving at-risk youth. Her previous work experience has been in the for-profit sector where she both worked as the Vice President of Strategy and Business Operations leading global strategy, and business operations for the \$500 Million Business Connectivity line of business for 3Com Corporation, and as a consultant and senior leadership advisor on strategy, mergers and acquisitions, and e-business for Fortune 100 companies in technology, finance, and pharmaceutical industries.



For her work at iFoster, Serita has been recognized by the White House Office of Social Innovation as a Citizen Innovator, by the Congressional Coalition on Adoption Institute as an Angel in Adoption, is an Echoing Green Fellow, and an American Leader of Change. In 2022, Serita won the Irvine Foundation Leadership Award for her work.

Serita has a BSc (Highest Honors) in Biochemistry and Biotechnology from Carleton University in Canada, and an MBA in Strategy and Marketing from the Bronfman School of Business at McGill University in Canada. She was a National Research and Engineering Scholar, a Collegiate Athlete of the Year, and a member of a world-champion National Water Polo team.

Serita currently serves on the Board of Directors of GirlTrek, an international non-profit that mobilizes women in Black communities to live their healthiest, most fulfilled lives through a habit of daily walking.

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Serita's professional profile can be found at: <http://www.linkedin.com/in/seritakorencox>