

ANGELA KAY LARSON

PRESIDENT & CHIEF STRATEGY ADVISOR



Angela Kay Larson is a proven business strategist and marketing professional who supports leaders in translating strategy into action. She has a recognized ability to build collaborative working relationships and to drive strategic programs through leadership, coaching, and team dynamics. Ms. Larson has experience in business-to-business and consumer marketing in several sectors including manufacturing, non-profit, healthcare, construction, and agriculture.

Prior to launching Grindstone, Ms. Larson served as Vice President of Marketing for the Farm, Ranch, and Agriculture Division of Oregon Tool. In this role, she was responsible for new product initiatives, pricing optimization, brand awareness, and facilitating overall business strategy. In addition, she served as Director of Marketing for SwedishAmerican Health System at a time when the organization was quickly expanding and entering new markets as part of an aggressive vertical integration and rebranding strategy.

As a leadership coach, she has mentored and guided CEOs, mid-level managers, and entrepreneurs. She has conducted strategic planning with companies such as Foresight Financial, JL Clark, Schneider Electric, and Chicago/Rockford International Airport. Her business expertise also has been tapped by University of Illinois, CNH, McDonald's, Thermo Fisher Scientific, and Doculabs.

Ms. Larson serves as Chairman of the Board of Directors of GermanAmerican State Bank and on the IT Committee for the Bank's holding company, Foresight Financial. She also serves as Vice Chairman of the Board of Hargrove & Associates, a business intelligence firm. Previously, she held board positions with the International Association of Business Communicators, Rockford Area Arts Council, and Village of Progress. She acts as an advisor to the Northern Illinois Center for Nonprofit Excellence, and for 11 years served as an instructor for their leadership program at Northern Illinois University. She is actively involved in the Association of Equipment Manufacturers, having served as chair of the *I Make America* Advisory Council, vice chair of the Market Intelligence Committee, and a member of the Public Affairs Committee; she was also a founding member of AEM's Ag Latin America Regional Management Committee.

She was awarded a certificate in Consumer Marketing from Northwestern's Kellogg Executive Management Program and a bachelor's in English from Illinois State University. She earned her professional coaching credentials as a graduate of CoachU and is a member of the International Coach Federation. She is married to a fourth-generation farmer and lives in northwest Illinois.

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