



## John B. Richards

New England Consulting Group Managing Director

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*An accomplished executive with over 30 years of experience in brand and marketing strategy, **John B. Richards** earned his bachelor's degree from Bucknell University, where he studied history and sociology and was a starting midfielder on the school's championship lacrosse team. After working in sales for four years at Procter & Gamble, John B. Richards attended the Wharton School at the University of Pennsylvania, where he completed a master of business administration.*

*Upon graduating, John B. Richards spent five years as an engagement manager for McKinsey & Company before being hired to help in the turnaround of the Royal Viking Cruise Line. Serving as vice president of marketing and planning, Mr. Richards overhauled the marketing strategy through innovative direct marketing and partnerships with such public figures as Gary Player and Carl Sagan to create cruise programs that appealed to a younger audience.*

*In 1987, Mr. Richards was hired by Four Seasons Hotels as chief marketing and planning officer to manage and prepare for the company's global expansion. Along with a team of executives, he helped grow the Canadian company from eight to 42 properties with new developments in 19 additional countries. Since leaving the company as Executive Vice President in 1997, Mr. Richards has served as President of North American Operations for Starbucks, and CEO of Elizabeth Arden Red Door, and as a board member of Life Time Fitness. He currently serves as an Advisory Partner and Principal for the New England Consulting Group.*

### EXPERIENCE

#### New England Consulting Group

Managing Director

July 2016 - Present

#### THE JOINT CORP

CEO, Lead Director

August 2012 - July 2016

### EDUCATION

#### University of Pennsylvania - The Wharton School

MBA

Jan 1, 1974 - Jan 1, 1976

#### Bucknell University

BA in History, Sociology