



For a Just Society

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PRESS CONTACT: Em Hall

Communications Director, BPI

ehall@bpichicago.org / 773.322.7296

BPI ANNOUNCES ELECTION OF BOB RAIDT TO BOARD OF DIRECTORS

Prominent marketing executive joins in the fight for social justice with Chicago-based public interest law and policy center

Chicago (December 7, 2018)—Business and Professional People for the Public Interest (BPI) is pleased to announce the election of **Bob Raidt**, executive vice president and group account director within Leo Burnett Group, to its board of directors.

With a Burnett Group career spanning more than 20 years, Raidt brings to BPI his considerable skills in marketing, communications, and advertising. He currently leads the Dunkin' retail account within the Arc activation agency. Previously he had Leo Burnett global account leadership roles on McDonald's, Procter & Gamble, Coca-Cola, and Samsung.

"Bob's energy and experience come at just the right time for BPI, as we look forward to celebrating our 50th anniversary in 2019," says E. Hoy McConnell, II, Executive Director of BPI. "His exceptional background in communications and advertising, combined with a true passion for BPI's mission and deep commitment to issues of social justice, make Bob an invaluable addition to our board."

Prior to his current role, Bob served as CEO of Arc as well as head of Leo Burnett Group's 200+ person account management and project management departments. Bob also served Leo Burnett in expatriate leadership roles based in Singapore and Tokyo.

Raidt holds a Master of Management degree from The Kellogg Graduate School of Management at Northwestern University and a Bachelor's degree in Communications from Northwestern. He is a board member of Chicago Tennis Patrons, dedicated to funding tennis programs for kids in disadvantaged communities. Bob and his wife, Kiki, reside in River Forest with their two teenage children.

About BPI

As a Chicago-based public interest law and policy center for nearly 50 years, BPI is dedicated to advancing innovative solutions to pressing issues of social justice and equity of opportunity in the Chicago region. Today BPI's work is focused on addressing the challenges of urban poverty, advancing racial equity, increasing housing and educational opportunity, reforming Illinois' criminal justice system, and improving police accountability in Chicago. Learn more at bpichicago.org.

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