

## **PERRY HINES – Full Bio**

Perry Hines is an accomplished executive leader with deep experience operating in the corporate and nonprofit sectors. He is a former C-suite marketing executive with decades-long expertise honed in the halls of some of America's premier companies. He now serves as chief development officer of a widely respected nonprofit organization providing food, shelter and care for individuals experiencing homelessness.

Wheeler Mission is a non-denominational Christian social services organization that provides critically needed goods and services to individuals experiencing homelessness, poverty and other hardships in central and south-central Indiana. Founded in 1893, Wheeler is the largest and oldest continuously operating ministry of its kind in Indiana. Since 2021, Perry has led all efforts related to fundraising, volunteer oversight, marketing, communications, grants management, direct mail, advertising, social media, website maintenance, media/public relations, donor relations and donor services. He is a member of the executive leadership team and serves as the primary media contact and spokesperson for the organization.

Perry is also an avid community volunteer and believes in giving back to his community. He has a distinguished record of service to local and national boards of directors including the Indianapolis Urban League (former chairman), Indiana Humanities (former treasurer), Madame Walker Theatre Center (former vice chairman), Indianapolis Zoo, Outreach, Inc. (former chairman), Boy Scouts of America Crossroads Council, Central Indiana Youth for Christ, Visit Indy's Music Crossroads, Indiana Youth Institute, University of Minnesota Alumni Association, Western Kentucky University President's Advisory Board and Western Kentucky University Research Innovation Center. Currently, he is a member of the Board of Visitors of the Lilly School of Philanthropy at Indiana University. He has received numerous accolades and awards over the years, including being named one of the 10 most powerful young business executives in Fort Wayne, among the IBI's Forty under 40 and in multiple editions of Who's Who in Black Indianapolis.

On the corporate side, he is a successful entrepreneur as president & CEO of The Hines Group, LLC. Founded in 2007, The Hines Group is a data-driven consulting firm helping businesses with strategic marketing, communications, public relations, fundraising and M&A activities. The firm excels in identifying, mitigating and eliminating barriers to success for organizations in a broad cross sector of industries. Perry is in the final stages of winding down the consulting practice.

In 2022, Perry was elected to the 15-member corporate board of the Federal Home Loan Bank of Indianapolis. FHLBI is one of 11 independent regional cooperative banks across the U.S. chartered by Congress in 1932 to provide financial liquidity to member banks, credit unions, community development organizations and insurance companies in Indiana and Michigan. FHLBI has assets of more than \$62 billion.

In 2018, Perry was elected as an independent member of the board of directors of publicly traded Horace Mann Educators Corporation (NYSE: HMN), a \$2 billion Illinois-based financial services corporation with more than \$15 billion in assets. Horace Mann is the country's largest financial services company focused on teachers, administrators and other educators.

As a former C-suite veteran, Perry has over 25 years of experience with Fortune 100 companies including General Mills, Pfizer, Target, Montreal-based Imasco Holdings, Safeco, Lincoln Financial Corporation, Zurich-based Swiss Re Corporation and Irwin Financial Corporation. He has stewarded such well-known consumer brands as Cheerios, Wheaties, Yoplait yogurt, Robitussin, Chapstick and Hardee's restaurants. He also has held leadership roles with various Indiana-based nonprofit organizations including Truth @ Work, Indiana Black Expo and, most recently, Shepherd Community Center, Inc., and Covenant Christian Schools, Inc.

Perry grew up in rural Kentucky in a household including five siblings (all boys). He is a first-generation college graduate, earning his B.A. in journalism from Western Kentucky University and his MBA from the University of Minnesota. Perry believes strongly in continuous learning and has achieved his Certificate in Fund Raising Management (CFRM) and training from Harvard Business School and the New York Stock Exchange for directors of publicly traded corporations.

Perry and his wife, Lisa, have been married for 36 years. She also is a first-generation college graduate who holds an MBA from the Kelley School of Business at Indiana University, and she recently retired from teaching at Butler University. They have two adult sons: Harrison, age 33, is a neurologist in San Francisco who is married to his Stanford Medical School sweetheart (she is a practicing pediatrician), and Bradford, 28, is a corporate lawyer serving as the assistant general counsel for the Indiana Utility Regulatory Commission.

Perry likes to mentor inner-city youth, travel and spend time with his family, especially his 3-year-old grandson, Isaac and 6-month-old granddaughter, Abigail. Perry and Lisa are longtime residents of Carmel and have attended Northview Church for more than 25 years.

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#### **PERRY HINES – Website Bio**

**Perry Hines** is the incoming president and chief executive officer of Wheeler Mission. He is a former C-suite marketing executive with decades-long expertise honed in the halls of some of America's premier companies. He currently serves as Wheeler Mission's chief development officer. He is a first-generation college graduate, earning his B.A. in journalism from Western Kentucky University and his MBA from the University of Minnesota. He has a distinguished record of service to local and national boards of directors including involvement with the Indianapolis Urban League, Indiana Humanities, Madame Walker Theatre Center, Indianapolis Zoo, Outreach, Inc., Boy Scouts of America Crossroads Council, Central Indiana Youth for Christ, Visit Indy's Music Crossroads, Indiana Youth Institute, University of Minnesota Alumni Association, Western Kentucky University President's Advisory Board and Western Kentucky University Research Innovation Center. He is currently a board member of non-profit Indiana University Lilly School of Philanthropy and sits on corporate boards Federal Home Loan Bank of Indianapolis and Horace Mann Educators Corporation (NYSE: HMN). He lives in Carmel with his wife, Lisa, and enjoys mentoring inner-city youth, traveling and spending time with his two sons and grandchildren.

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