

Meredith Ruble is an expert in operational and financial optimization



Meredith Ruble is an accomplished Chief Financial Officer (CFO) with over 25 years of expertise in financial management, corporate strategy, and business growth. Throughout her career, she has demonstrated a solid ability to lead companies through complex financial challenges, raise capital, and drive performance improvements. She has secured more than \$150 million in funding through a combination of debt and equity financing, contributing to the growth and success of multiple organizations, particularly in the education technology and startup sectors.

Meredith's career began in 1993 as an analyst at CMS Companies in Philadelphia, where she developed a strong foundation in financial analysis, reporting, and business strategy. Her keen analytical skills and understanding of financial markets laid the groundwork for her future leadership roles. In 2000, she joined Stifel Financial Corporation, where she served as Managing Director and focused on investment banking transactions within the education and technology sectors. During her tenure at Stifel, she was vital in advising education companies and startups on financial strategy and capital raising, helping them navigate the complexities of growth and investment.

In 2017, Meredith moved to Noodle Companies LLC as CFO, overseeing the financial operations of several business units, including Noodle Markets, Noodle Partners, Noodle.com, and Noodle Pros. She was instrumental in streamlining the company's financial processes, implementing budgeting and forecasting tools, and ensuring operational efficiency across its various business lines. Her work helped align the company's financial strategies with its business objectives, contributing to Noodle's expansion and long-term success.

Meredith's most significant achievement came as CFO of Noodle Partners PBC from 2019 to 2023. Under her leadership, the company increased from \$1 million in revenue to over \$90 million. She was pivotal in the company's strategic pivot from managing third-party vendors to directly providing university services. This shift allowed Noodle to secure new business opportunities and strengthen its market position in the higher education sector. In addition to guiding the company through this transformation, she led the organization through four successful acquisitions. She managed four rounds of debt and seven rounds of equity funding, raising \$120 million in capital.

Meredith is also known for her expertise in leveraging financial tools such as Tableau, Adaptive, and NetSuite to create performance metrics and drive data-driven decision-making. She has a strong track record of using these technologies to streamline financial processes, optimize reporting, and provide actionable insights to senior leadership teams. Her ability to manage financial operations while supporting business growth has been crucial to her success as a CFO.

Outside of her professional life, she enjoys cooking, home design, and spending time with her dogs. She values collaboration and is known for her ability to work closely with investors, stakeholders, and colleagues to achieve business objectives. With her strong financial acumen and leadership skills, Meredith Ruble has established herself as a trusted advisor and strategic leader in the economic and education technology sectors.