



NORA CRIVELLO

Strategic governance through transformative chapters

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Nora Crivello is a seasoned CEO and experienced Board Member, guiding privately held companies through digital and cultural transformations with expertise in ESG. In her work in the Testing, Certification and Inspection (TIC) space, she has worked across multiple industries and size companies. Her focus on strategic execution and growth, coupled with her hands-on, tactical experience gives her valuable insight to ask the right questions, supporting the Board's mission of corporate governance and oversight.

BOARD LEADERSHIP HIGHLIGHTS

- **Private Company Experience:**
 - Board of Directors for WESTPAK, INC., employee-owned independent testing laboratory with multiple locations in California.
- **Non-Profit Board Experience:**
 - Board of Directors for Navigator Schools, a Charter School Organization running four schools focused on bringing high quality education to low-income communities.
 - Board of Directors for ISTA, a global industry nonprofit that aims to optimize packaging and reduce damage.
 - Board of Directors for Proximity Institute, a consortium of Bay Area startups.
- **Committee & Officer Experience:**
 - Vice Chair, ISTA Global Board of Directors
 - President and Audit committee, Westpak Board of Directors
 - Vice Chair and Secretary, Finance and Audit Committee, Compensation Committee, Navigator Schools Board of Directors
- **Advisory Board Experience:**
 - Navigator Schools, CEO Search Committee, Independent Investigation Task Force (ad-hoc), capital campaign and subsequent build out of third school, acquisition of fourth school.
- **Thought Leadership:**
 - Evolution to sustainable packaging for multiple industries, including medical device and pharmaceuticals.
 - Digital transformation of organizations.

PROFESSIONAL EXPERIENCE

President & Chief Executive Officer, WESTPAK, Inc.

2018-2023

Independent testing laboratory conducting product and package validation across industries.

Responsible for all company operations in addition to strategic planning and execution. Lead company of 85 employees at three locations to through growth initiatives and cultural reset.

- Lead company to 85% increase in enterprise value over four years.
- Increased employee-owned shareholder value by 62%.
- Oversaw digital transformation of company from paper based to full Salesforce ERP.

Vice President & Site General Manager, WESTPAK, Inc.

2013-2018

Responsible for site operations, customer experience, quality control and facility. \$10M P&L responsibility representing majority of the company. Supported ownership transition from founder/owner to employee ownership (ESOP) and subsequent administration thereof.

- Redesign of scheduling system leading to an efficiency increase of 41%.
- Responsible for 70% of company revenue.
- Member of Corporate Leadership team, setting strategic direction for company.

Quality Manager, WESTPAK, Inc.

2008-2013

- Matured an ISO 9001 certification from infancy into maturity, adopted by all departments.
- Implemented ISO 17025 accreditation for Calibration and Technical excellence.
- Implemented ISO 14001 certification for Environmental management.

Test Engineer I-III, WESTPAK, Inc.

2001-2008

- Conducted package and product testing on various industry products
- Supported the opening of a greenfield lab, doubling capacity and regional footprint.

Education

- MBA, Pepperdine Graziadio School of Business – Summa cum laude
- BS, California Lutheran University – Magna cum laude

Awards and Certifications

- George Award, Pepperdine University, 2014
- Beta Gamma Sigma, Top 10% of MBA students, 2014
- President's Awards, Westpak, 2015
- Certified ESOP Fiduciary, UCSD Rady School of Business
- Packaging Dynamics Professional, ISTA

Speaking Engagements

- Silicon Valley Leaders Forum
- Westpak-Expo, San Jose State University
- The[PACK]out
- Society of Women Engineers

Affiliations

- Chief
- How Women Lead
- ISTA Advocacy Council
- Kilmer Group
- PEO
- Guide Dogs for the Blind