



Kelly Ruppel
Executive Director
Ronald McDonald House Charities Madison

Kelly was named Executive Director of RMHC-Madison in July 2021. Her competencies include problem-solving, strategic planning, and project management in complex environments. These skills allow her to support the overall mission, strategic planning, and operations of our organization.

Kelly began her career in finance as a Manager at PricewaterhouseCoopers, implementing operational process improvements and fiscal control programs for several federal government agencies, non-profit organizations, and national corporations.

She later joined Civic Consulting, a non-profit organization where, as Principal, Kelly led initiatives and fundraising in the firm's Education, Public Safety, and Economic Growth practice.

In 2013, Kelly was named Chief of Staff of Madison Metropolitan School District (MMSD). She was responsible for the overall implementation/project management of the District's Strategic Framework, board relations, community relations, and partnerships. Kelly accepted the position of MMSD's Chief Financial Officer in 2018 to oversee the district's \$450 million operating budget, strategic budgeting & planning, accounting, and the district's fundraising/grants department. During her tenure at MMSD, Kelly successfully passed four referenda including the State of Wisconsin's largest at \$350M.

Kelly is a graduate of UC-Santa Barbara and earned her Master's in Business Administration from the University of Chicago, Chicago Booth. She is also a licensed School Business Administrator, Project Management Professional, and Government Financial Manager.

Growing up on a farm in rural Wisconsin, Kelly has a personal understanding of the gaps in rural healthcare for our children and the needs of families to travel far distances for high quality healthcare for their children. Her daughter was born with a pediatric cataract that went undiagnosed for too long, resulting in one eye blindness for her daughter.

Kelly serves on the boards of Junior Achievement, Downtown Madison Inc., and was appointed the role of Secretary for MMSD School Board. She has longtime relationships within the Madison communities of BIPOC Leaders, foundations, Chamber of Commerce, Rotary, etc.

Kelly and husband Chad have three children in MMSD, and are a family of outdoor enthusiasts, with competitive swimming in their blood.