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# Nardelli has had lasting impact on Wounded Warrior Project

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The Wounded Warrior Project, the charity that supports veterans who have been wounded in military actions, has a short list of core values: fun, integrity, loyalty, innovation and service. Since its creation in 2003, the Jacksonville, Fla., organization has followed those values to support more than 90,000 injured service members, their family members and caregivers.

Its ability to do so is due in large part, says CEO Steve Nardizzi, due to the expertise and leadership of Bob Nardelli, the founder and CEO of the Atlanta-based XLR-8 Investment and Advisory Co., who joined the WWP board of directors in



2014.

BYRON E. SMALL

Honoree: Bob Nardelli Category: Nonprofit

Board: Wounded Warrior Project

“Since then, he has made a positive and lasting impact on the direction and success of this organization,” wrote Nardizzi in his nomination of Nardelli for the 2015 Outstanding Directors Award. “With 45 years of leadership experience, Mr. Nardelli has ushered in groundbreaking change for the board, the organization and those we serve. He has helped strengthen the board and implement improved practices and procedures. He has contributed to the security and longevity of WWP and continues to work with us to create a financially and operationally sound nonprofit, and along with the rest of the board of directors, he does all of this as a volunteer.”

Nardelli brings to the Project a business acumen that has led a long list of major companies. His leadership at General Electric from 1971 to 2000 saw the company quadrupling operating profits; his seven years at The Home Depot doubled the size of the company; and his two years as chair of the Chrysler Corp. saved the firm. His board experience is equally as extensive: He currently serves with Pep Boys and Babcock & Wilcox, and has been a trustee of the Savannah College of Art and Design and the Atlanta Cristo Rey school.

With the Wounded Warrior Project, Nardelli brings the same degree of commitment and expertise, said Nardizzi. “He takes the time to serve in such a pivotal role because he believes so deeply in our mission. I have witnessed firsthand Mr. Nardelli’s dedication to veterans and the unsurpassed efforts he has put forth to implement programs and support initiatives that best impact wounded servicemen and women. He is a man of great passion and deep commitment.”

As a member of the governance committee, Nardelli led an initiative to develop a more robust succession plan. “Mr. Nardelli’s efforts to ensure a stable future for the organization have been particularly important to me,” said Nardizzi. “This process has helped me navigate the fact that,

although there are no plans for a change in my position, we need to have a sound succession plan in place. We must make sure the great work we do continues for decades to come.”

“The best relationship between a board and management team is a partnership in which the board lends valuable external perspective, expertise and contacts to guide the organization,” added Nardizzi. “Mr. Nardelli recognizes this and is always willing to make connections with individuals who could support the organization or provide value and expertise we do not currently have. He assists us in identifying potential opportunities or threats and confronting them head on. These attributes have been invaluable.”

In an interview with Atlanta Business Chronicle, Nardelli said he’s always been a huge supporter of the country’s military men and women. “It’s amazing what they do in putting their lives on the line every day, which allows us to do what we do here,” he said. “It was a real honor when I was asked to join the Wounded Warrior board.”

When he was at Home Depot, the company hired 35,000 veterans and had 500 junior military officers in a rotational program. He took the program with him when he later became CEO of Chrysler. Nardelli noted that his father and father-in-law both served in World War II, “and I’ve always held those individuals in very high regard.”

Nardelli helps the Wounded Warrior Project raise funds, put programs in place, and works closely with the Veterans Administration. He says he’s also very excited about a program to provide successor caregivers for young wounded veterans who may now be relying on aging parents for care.

“We’ve put in place a trust, and we’ve contributed over \$100 million already to make sure that there are funds in place to take care of caregivers,” Nardelli said.