



**William B. McKinney**  
**Vice-president of Strategy and Long Term Development**  
**Thrivent Financial**

Bill McKinney is Vice-president of Strategy and Long Term Development at Thrivent Financial, the country's largest fraternal benefit society. Thrivent, a fortune 500 company, manages more than \$100 billion dollars in assets offering a wide range of financial products and services to over two million members throughout the United States. Bill joined Thrivent in 2003 and has led a wide variety of groups including: distribution strategy, financial associate recruiting and launch, mass market strategy, new business development, marketing research and analytics, business intelligence, and talent and change management.

In his current role, Bill is responsible for ensuring that Thrivent is effectively leveraging market and company insights to identify and develop critical strategic and human resource capabilities that Thrivent will need over the next 3-5 years.

Bill currently serves on the Board of Directors of CaringBridge, MinnPost and the Intelligence Committee for the International Cooperative and Mutual Insurance Federation. He formerly served as Chair of the Board of Directors for the American Fraternal Alliance and the Minnesota Children's Museum where he served for 8 years.

Bill grew up in Eastern Kentucky, earned his bachelor's degree in history from Carleton College in Northfield, Minnesota and an MBA from the University of Minnesota. Prior to joining Thrivent, he worked at McKinsey & Company where he led strategic consulting engagements with global 500 financial services organizations. Bill lives in Minneapolis with his wife Amy and their children; Ellie, Finn, and Mette. He is an avid endurance athlete who has completed two Ironman triathlons and several half and full marathons.