

Laurie Benson



Laurie Benson, BSN
Executive Director, Nurses on
Boards Coalition
Corporate Executive & Board
Director

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Experience

Laurie Benson, BSN, is the executive director of the Nurses on Boards Coalition, whose mission is to improve health care in communities across the nation by advancing at least 10,000 nurses to serve on nonprofit, corporate, and government boards by 2020. She is also a successful co-founder and former CEO of an \$80 million technology firm.. Laurie has served on 8 corporate boards in the technology, finance, insurance, engineering, manufacturing, and services industries. Additionally, she has expertise and active engagement in health care.

As Co-founder and CEO of Inacom Information Systems, Ms. Benson led this IT company from inception to time of sale with strong results and sustainability. She:

- Focused on both an organic and M&A growth strategy
- Is a pragmatic risk taker, successfully migrating to a service-based technology model as early adopter
- Built one of the largest Microsoft education centers in the country
- Achieved highest national rankings with strategic partners including Cisco, Microsoft, HP and EMC
- Clear vision amidst complexity; strategic planning based on customer insights
- Created a strong corporate culture with empowered employees, long term loyal customers and positive community engagement
- Implemented succession plan

After the sale of Inacom, Ms. Benson founded LSB Unlimited, a business consulting firm working with CEO's, Presidents and Entrepreneurs sharing her high performance, growth focused business leadership and expertise.

She joined the Nurses on Boards Coalition in 2016 to play a leadership role in improving health in our nation in a way that honors and advances nurses and the nursing profession.

Boards

Ms. Benson has served on corporate and non-profit boards for 30+ years. She served as Director, Inacom Information Systems for 25 years until the company was sold. Additional corporate board service includes First Business Bank, Mead & Hunt, Bassett Mechanical, MIG Commercial Real Estate, and TrafficCast International. Her non-profit advisory board service includes University of WI Research Park, School of Business, School of Nursing, Weinert Center for Entrepreneurship and the American Family Children's Hospital.

Honors and Awards

Ms. Benson has received honors and awards including UW Madison Chancellor's Entrepreneurial Achievement Award 2013, induction into the "In Business" 2011 Executive Hall of Fame, ATHENA Award 2010, National SBA Women Business Champion 2009, and "Top 25 Most Influential IT Executives-U.S." by Computer Reseller News 2004.

Education

University of Wisconsin-Madison – B.S. Nursing
Founding Member Private Directors Association, Member National Association of Corporate Directors, Women Corporate Directors, and Women Business Leaders, U.S. Healthcare. She is a frequent speaker/panelist on governance, leadership and innovation including American Express OPEN CEO Bootcamp, National Directors Institute and various NOBC conferences at national and state level.