



Anna Blue Joins RTRX as Senior Strategic Advisor

Columbus, Ohio – May 27, 2025 – Rockbridge and RTRX are proud to announce that Anna Blue has joined RTRX as Senior Strategic Advisor. In this role, Anna will help guide the continued evolution of RTRX, providing strategic insight to expand its reach, elevate its impact, and build on its unique role as a platform for leadership, innovation, and well-being.

RTRX redefines the conference experience – bringing together a diverse community of curious, purpose-driven leaders from startups to Fortune 500 companies and across 28 states. Through thought-provoking programming and immersive connection, RTRX helps attendees grow their leadership, expand their network, and invest in what matters most: themselves, their people, and a brighter future. One hundred percent of RTRX proceeds support Pelotonia’s groundbreaking cancer research, with more than \$7 million invested to date.

Anna brings a wealth of experience in leading change through social impact most recently as the President of the AHLA Foundation, where she significantly grew and elevated critical initiatives such as ForWard and No Room for Trafficking, as well as the organization’s academic and workforce development programs. Prior to joining hospitality, Anna held leadership positions with Girl Up at the United Nation’s Foundation, Tech Coalition, and The Female Quotient. Anna's expertise in building movements, shaping national conversations, and driving systems-level impact aligns seamlessly with RTRX’s mission to convene and inspire changemakers.

“RTRX was built to convene the inherently curious – people who want to challenge the status quo, lead with purpose, and create real change,” said Jimmy Merkel, Co-Founder & CEO of Rockbridge and Founder of RTRX. *“Anna embodies that mission. She brings unmatched experience and a passion for impact that will help shape the future of RTRX and amplify its reach.”*

“Anna’s career has been rooted in transformation,” said Suraj Hinduja, Managing Director of RTRX. *“Her ability to connect vision with execution, spark innovation, and build meaningful partnerships will be instrumental as we continue to grow RTRX as a space for connection, bold thinking, and impact.”*

"RTRX's mission of 'priming optimists for action' speaks directly to the ethos of my career," said Anna Blue. "I'm thrilled to join this incredible team and help shape an experience and a community that inspires people to lead with purpose, challenge the status quo, and create lasting change."

About RTRX

RTRX redefines the conference experience with an unexpected mix of leadership, connection and learning. With attendees from startups to Fortune 500 companies and across 28 states we mobilize businesses and individuals to create a better, brighter future through a focus on leadership, innovation and well-being. We believe we can overcome the world's biggest challenges by bringing together the inherently curious – people who want to learn, build relationships, and improve their life and the world around them.

One hundred percent of RTRX proceeds benefit Pelotonia's innovative cancer research with more than \$7M invested to date. RTRX is driven by a unique partnership between Rockbridge, Pelotonia and the Columbus Partnership. Our shared commitment to innovation, leadership, and challenging the status quo enables us to make a powerful impact on our community and the future of innovative cancer research. Created by Rockbridge Co-Founder & CEO Jimmy Merkel in 2012, RTRX began as a hospitality industry leadership event and has grown exponentially to include additional industries with more than 1,000 attendees across all leadership levels. To learn more and register for the 2025 event July 29 – August 1, visit www.rtrx.co.