



**James E. Nevels, Founder and Chairman, The Swarthmore Group;
Chairman, The Hershey Trust**

James E. Nevels is Chairman of The Swarthmore Group, an investment advisory firm which he founded in 1991, as well as the non-executive Chairman of The Hershey Company Board of Directors. He has more than 25 years of experience in the securities and investment industry. In December 2001, the Governor of Pennsylvania appointed him as Chairman of the Philadelphia School Reform Commission, where he served until September 2007. He has served on a number of boards including the Board of Tasty Baking Company, the Board of Trustees of the Gettysburg Foundation, the Board of Visitors for Temple University-Fox School of Business and Management, the Board of Overseers of the University of Pennsylvania Law School and more. In addition to The Hershey Company Board of Directors, Mr. Nevels is Deputy Chair and member of the Board of the Federal Reserve Bank of Philadelphia and a member of the Pro Football Hall of Fame Board of Trustees.

Nevels is an honors (*cum laude* and Phi Beta Kappa) graduate of Bucknell University and holds a Bachelor's degree in Political Science and Philosophy, a Master's degree from The Wharton School, the University of Pennsylvania, and a Juris Doctorate degree from the University of Pennsylvania Law School.