

With more than 30 years experience earning serious results for some of America's best known corporations, including Ameritech, Convergys, AT&T, IBM, Pitney Bowes and SuperValu, Keith Wyche has risen to become a successful CEO and one of the highest-ranking African-American executives in the U.S. Keith understands the rules for success, rules he now shares as an author, speaker, and thought leader.

Corporate Turnaround Expert

Keith Wyche knows first hand how to lead an organization through change. As President and CEO of Cub Foods (a division of SuperValu), a \$3 billion grocery chain with more than 8,000 employees, Keith led the division to double-digit sales growth in his first year—even though his only retail experience with groceries was buying them. After successfully turning around Cub Foods, SuperValu needed Keith to turn around their Acme Markets division, a larger division with 113 grocery and pharmacy stores and 11,000 associates that had been on a downward spiral as sales and profits had declined for the prior five years. Within a year as President and CEO, Keith had reversed that trend and led the chain to growth for the first time in a half a decade.

Before joining SuperValu, Keith was President of U.S. Operations for Pitney Bowes. There he turned around an organization that was losing clients, seeing its competition eat its market share, and suffering from a demoralized workforce.

Keith began his career in sales, marketing and management with AT&T and IBM. Currently he is on the Corporate Board of Directors of WMS Industries and the National Black MBA Association (NBMBA).

Nationally Recognized Leader

Keith has been recognized for his achievements, both in the corner office and outside. His awards and honors include:

- Named one of the top 100 African American executives by both *Savoy* and *Black Enterprise Magazines*
- National Black MBA Association Board Member and named MBA of the Year
- Honored as a Man of Distinction by the National Urban League
- Profiled by *Black Enterprise Magazine*, *Ebony Magazine*, and *Diversity MBA*
- 2010 CEO of the Year by the Executive 50 Organization
- 2009 NAACP Image Award nominee for Outstanding Literary Work
- 2008 Inductee into the Martin Luther King Jr. International Board of Renaissance Leaders at Morehouse College in Atlanta, Georgia

- 2007 *Diversity MBA Magazine* Top 50 Under 50 African-American MBAs

Public Speaker

A dynamic and charismatic speaker, Keith has brought his insight and experience to some of America's leading corporations and institutions, including Harvard University, Northrup Grumman, Home Depot, Cargill, Microsoft, NY Life, and GE. Known for his straight-shooting, yet humorous style, Keith's keynote talks and workshops focus on empowering employees to not only reach their full potential, but in doing so make their success their organization's success too. His topics include:

- **Corner Office Rules: The 10 Realities of Executive Life:** For those who aspire to the C-suite or are already in it, Keith shows how the rules for success at the top of the organization are different, and explains how to avoid the pitfalls that can bring down even the smartest top executive.
- **Good Is Not Enough: And Other Real-World Advice for the Serious Professional:** Keith gives his audience a practical, step-by-step, executable plan to rise above the middle ranks, from developing the must-have skills every leader needs, to how to stay relevant, to the importance of becoming mentors themselves.
- **Change is Hard, Leading Change is Harder: How to Overcome Resistance and Successfully Transform Your Organization**
Turning around a business is one of the most difficult challenges an executive can face. Drawing on his experience from having done it successfully multiple times as CEO, Keith brings his fresh insights and real-world principals for leading organizations through change.

Bestselling Author

Keith Wyche is the bestselling author of two books on how to supercharge your performance and reach the top of the corporate world.

In his latest book, *Corner Office Rules: The 10 Realities of Executive Life*, (Kandelle Enterprises) opens the door to the often hidden world of the C-suite. From understanding that you actually don't know everything, to knowing how to take—and use—criticism, to learning to listen to people outside your circle, to understanding the importance of having a life outside of work, Keith teaches the rules he's learned from his years as a successful, results-driven top executive.

Keith's first book, *Good Is Not Enough: And Other Unwritten Rules for Minority Professionals* (published by Portfolio, a division of Penguin Random House), was an Amazon bestseller, and was nominated for the 2009 NAACP Image Award for

Outstanding Literary Work. As one of America's highest-ranking African American executives, Keith knows the extra challenges minorities face when they climb the corporate ladder. In *Good Is Not Enough*, Keith teaches the key lessons that got him to the top, including the importance of personal branding, staying visible and current, how to cultivate a mentor, identifying potential career killers, and more.

Personal Life

Keith was born and raised in Cleveland, Ohio. He received his BBA from Cleveland State University and his MBA from Baldwin-Wallace College. He currently resides in the greater Philadelphia area.