



KEITH R. WYCHE

Former Independent Board Director, Business Executive
Published Author

BOARD APPOINTMENTS

Past Board Director, WMS Industries (now part of Scientific Games)
Director, Skills for Chicagoland's Future (non-profit)

EXPERTISE

Operational Discipline & Excellence, Digital Transformation
Multi-Industry Change Management, M&A, Technology Innovation

Keith Wyche is an Operations change management leader with an exceptional record of turning around underperforming operations and managing in industries undergoing rapid technological or competitive change. He excels at talent development and has a consistent record of growing revenue and expanding margins across a broad range of industries, including technology, manufacturing, outsourced services, and grocery retail.

Keith brings corporate governance experience through his work as an Independent Director on the Board of WMS Industries (**NYSE: WMS**) now a wholly owned subsidiary of Scientific Game Corporation (**NASDAQ: SGMS**). Keith's expertise in digital transformation and operations allowed him to advise the company as it transitioned from a Casino based provider of gaming equipment, to a provider of on-line gaming in response to industry trends.

Keith was president, U.S. Operations, at Pitney Bowes, where he led the Management Services Division with sales of \$650 million. In that role, he turned around the business, improving client satisfaction and retention, cutting costs, and generating revenue and EBIT growth that exceeded the industry.

Previously with SUPERVALU, Keith served as president of CUB Foods, a \$3 billion-dollar grocery chain suffering from poor customer satisfaction and declining sales. During his tenure, he improved same-store sales growth from negative 8% to positive 2%, while achieving and industry leading 6% EBIT margin. Due to his success, he was subsequently named president of the 119 store ACME Markets grocery chain, where he generated 2% same-store sales growth in his first year, reversing a five-year downtrend, and achieved a 135 -basis-point improvement in the EBITDA margin.

Earlier in his career, Keith served as vice president, Sales and Operations, with Convergys, where he had P&L responsibility for a \$900- million business with ten call centers and 10,000 employees. By helping to open call-centers in Canada and India, he cut expenses 15%, delivered client retention rates of 98%, and consistently improved client satisfaction and loyalty scores.

Currently, Keith is a corporate officer and vice president, Community Engagement and Support for Walmart. In this role, Keith is responsible for re-imagining how Walmart operates in the Chicago Market and for creating Walmart's overall strategy as it pertains to partnering with community leaders, elected officials, and local businesses in the major metropolitan areas in which we do business. Prior to this role, Keith was the regional vice-president for Walmart's Northeast Region, responsible for over 30,000 Walmart associates and \$9 billion in annual revenue.

Keith holds a Bachelor of Arts Degree in Business Administrations from Cleveland State University and an MBA from Baldwin-Wallace University. He is a frequent public speaker and author of *"Good Is Not Enough: And Other Unwritten Rules for Minority Professionals"* and *"Corner Office Rules: The 10 Realities of Executive Life."* Keith is considered by the media as a "Thought Leader" in the areas of Change and Transformation, Talent Management, and Diversity, Equity and Inclusion. He has appeared on NBC's "The Today Show", Fox Business News and others, and has been featured in many major publications, including Time, WSJ, Business Insider and Black Enterprise. Keith was named to the "Martin Luther King Jr. Board of Renaissance Leaders" by Morehouse College for his dedication and commitment to the mentoring and talent development of young talent.