



KEITH WYCHE

Leveraging Change: “How to WIN During Times of Uncertainty”

Insights for Leading Successful Transformations

Over his career, Keith Wyche has built a reputation as the ultimate “Transformation Leader”. In fact, almost every role he has held over his illustrious career has involved helping companies navigate significant transformations:

- In the early 80s, he was a key part of AT&T's transformation from a sleepy monopoly, into a robust competitive entity.
- During the 90s he was part of the leadership team that transformed IBM from a hardware and software provider, into a services and solutions provider. He did the same as the President of North American Operations for Pitney Bowes in the 2000s.
- Since 2009, Keith has aided traditional “brick and mortar” retailers transform into omni-channel retailers to address changing consumer shopping habits. He led these efforts as President of ACME Markets and Cub Foods, and as Regional VP for Walmart where he oversaw 30,000 workers in New York and Pennsylvania.

Keith has taken the learnings, challenges, and best practices from these and other organizations undergoing significant change and transformation and shares them in this presentation. After hearing Keith speak on this subject, audiences will learn about the challenges and difficulties in leading change, and how to WIN in spite of them.

With an eye on both the clients/customers and internal associates, Keith will share the:

- Relevance and Case for Change
- Readiness for Change
- Robustness for Change
- Responsiveness of Change

To encourage greater engagement, Keith recommends adding a Q&A session after the keynote, or Fireside Chat conversation to help audiences further embrace these insights.