

Keith Wyche

Introduction

Over the past 50 years, the world has witnessed the rise and fall of organizations that were once household names. Many fell a victim of their inability to anticipate, acknowledge and accept the changes in technology, consumer behavior and economic trends. However, during this same time period, other organizations excelled. They had leaders who were able to successfully accept, adapt and take advantage of these same factors to grow revenues, market-share and brand awareness.

Our speaker today is such a leader.

Graduating from Cleveland State University with a Bachelor's degree and earning an MBA from Baldwin Wallace College, Keith Wyche set out on a journey of embracing, managing and leading change and transformation.

During his corporate career, Keith supported such iconic companies as AT&T, IBM, Pitney-Bowes and Supervalu to reinvent and transform in order to survive and thrive in an ever-changing business climate. Additionally, he served on the Board of Directors of WMS Industries which manufactures casino gaming devices.

He is the author of two books, *Good Is Not Enough* and *Corner Office Rules*. He is most proud of being named to the Martin Luther King Jr. International Board of Renaissance Leaders by Morehouse College for his contributions to the uplifting of humanity.

Ladies and Gentlemen, I present to you, Mr. Keith R. Wyche.