

Author – Thought Leader – Career Coach – Corporate Executive

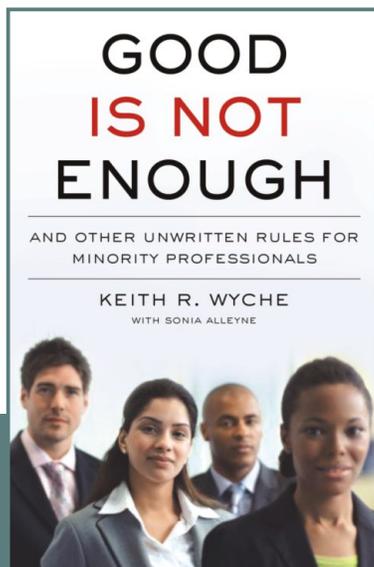
# KEITH R. WYCHE



*"I reveal insights from inside the executive suite to help minority professionals see themselves through the same lens from which they are viewed by executive decision makers."* Out of all business executives in the U.S., approximately 23% are women, 8% are Hispanic or Latino, 4% are Asian and 3% are African American. Minorities in corporate America have made great strides in advancing to management positions. BUT, minority representation at the executive level is still considerably low.

Along his journey from success to significance, and at the pinnacle of this corporate career, Keith Wyche – President and CEO ACME Markets a SUPERVALU Company and one of corporate America's highest ranking African American executives – is now sharing the secrets to breaking from middle management to senior leadership.

KEITH WYCHE is a dynamic speaker with an engaging, humorous style. His keynotes are filled with no nonsense advice and practical examples for everyday application. Audiences walk away informed, inspired and motivated. Always the coach, Wyche uses a question and answer technique to help his listeners address career impacting challenges with practical direction. But, more importantly, they walk away with an executable plan to help them take their career to the next level.



**The twist:** Wyche's message is not about what corporate America isn't doing. It's about what today's minority professional can do to succeed.

And, after more than 30 years in some of corporate America's most successful companies – including Pitney Bowes, Ameritech, Convergys Corporation, AT&T and IBM – Wyche has the practical experience, scars and successes to back up his words.

***The bottom-line according to Wyche,  
"GOOD IS NOT ENOUGH!"***

**Signature Keynote and Workshop: *Good is Not Enough and Other Unwritten Rules for Minority Professionals***

Known for his "straight-shooter" approach, Wyche leverages real examples from his and his colleagues' journeys up the corporate ladder to provide practical strategies for advancing to corporate leadership. Wyche empowers today's minority professionals to see themselves through the same lens from which they are viewed by executive decision makers. His audiences receive practical advice that eliminates the maze that confines them at middle management.

**Other Keynotes:**

- ***Understanding the Principles & Impact of Succession Planning in Corporate America***
- ***Rethinking Change Management: Insights & Best Practices for Leading Successful Change Transitions***



## More about **Keith R. Wyche**

- President & CEO, ACME Markets, a SUPERVALU Company
- Author, *Good is Not Enough*, a finalist for the 40th NAACP Image Award for "Outstanding Literary Work"
- Corporate Board Member, WMS Industries
- Board Member, National Black MBA Association and named "MBA of the Year"
- Honored as a "Man of Distinction" by the National Urban League
- 2010 "CEO of the Year" by the Executive 50 Organization
- Named one of the top 100 African American executives by both Savoy and Black Enterprise

Keith Wyche knows what it takes to be one of the highest ranking African American executives in the U.S. and the following organizations have benefited by having Keith share his personal insight from inside the executive suite:

- Ameriprise Financial
- Black Recruiters Network
- Boston Scientific
- Cargill
- Chubb
- Dell Computers
- ExxonMobil
- GE
- General Mills
- Harvard University
- Home Depot
- Kraft Foods
- Medtronic
- Microsoft
- National Black MBA Association
- National Society of Hispanic MBAs
- National Association for Multi-Ethnicities in Communications
- Northrup Grumman
- Northern Trust
- New York Life
- Target Stores
- Textron

### Client Testimonials:

*"Participants appreciated hearing from an executive outside the firm about how change has impacted other organizations. They also told us Keith was "dynamic" and they valued his "straight talk" in terms of how leaders should manage change."*

**Ameriprise Financial**

*"Once again, thank you for the excellent presentation on "Good Is Not Enough"... Many in attendance spoke highly of the presentation. Please let me know when your next book becomes available: you've already sold the first copy!"*

**Northrop Grumman Corporation**

*"This is one of the best workshops I have attended. Please come again Keith. You kept it real, gave us food for thought and made me understand how to get ahead. Brilliant session!!!!!"*

**National Black MBA Association**

# Schedule Keith R. Wyche today for your next event!

[www.KeithWyche.com](http://www.KeithWyche.com)