

KATHRYN RITCHIE
Founder & CEO

YEARS OF EXPERIENCE: 25 years

IN-HOUSE EXPERIENCE: Leadership roles in the health care, professional services, financial services and banking sectors

CAREER

Kathryn Ritchie, founder and CEO of international strategy execution firm KRStrategy (KRS), has ensured that KRS is synonymous with trust and results since its inception in 1995. She is a world-renowned advisor on strategy clarification and execution alignment, known for developing the proprietary and effective *Ignition* method. She has worked across industries and the globe, including Australia, Asia, Europe and North America, helping companies unleash their performance potential, channel it into a clear business strategy, and ensure successful execution of that strategy.



Kathryn's passion for strategy execution is rooted in her operations experience. She began her career in the trenches of the health care industry, running the speech pathology department of a large regional hospital and later a rehabilitation center. During this period, she gained interest in the relationship between business performance and an organization's untapped capacity within its individuals and teams. This fascination deepened as Kathryn went on to work in several management roles at international investment bank Macquarie Group. There she had the first opportunity to combine her operational skills and strategic abilities, leading and implementing strategy and change initiatives, both cultural and structural, to drive business outcomes. Kathryn also supported Macquarie Bank's then Wholesale Funds Management Division to conduct analysis, strategy and organizational effectiveness work as part of the front-end consulting team offering to organizations that needed to transact and place investments.

Kathryn then took her strategy skills to a niche-consulting firm, Corporate Vision, where she worked with clients to drive successful organizational change and develop constructive cultures. At this firm, she also oversaw the account management team, and negotiated major, international partnerships.

EDUCATION

Kathryn has an MBA from the Australian Graduate School of Management and an applied science bachelor's degree in speech pathology.

OTHER ROLES AND INTERESTS

Kathryn has held board roles at several not-for-profits and spent 9 years as a Sydney University fellow. She actively supports the arts and sustainability initiatives, and also achieved ski instructor qualifications with the hope of staying within sight of her alpine-ski-racing daughters.

Contact Kathryn at kathryn@krstrategy.com.