



**Kathryn Ritchie**  
Founder & CEO

**EXPERTISE and EXPERIENCE:** Consulting engagements and leadership roles in strategy and strategy execution for a wide range of firms across industry categories

■ Kathryn Ritchie is the Founder and CEO of **KR Strategy**, an international strategy execution firm. Kathryn is the architect of the firm’s intellectual capital and international growth strategy. Her primary area of expertise lies in igniting the potential of companies seeking to strengthen performance in the face of market disruption and change.

Kathryn is a widely recognized leader in strategy having pioneered the **KR Strategy Execution Method®**. Working with a refreshingly participatory and systems based approach, Kathryn enables organizations to clarify and prioritize objectives and then, with the synergy of alignment, successfully execute their agreed strategy.

As an expert in organizational effectiveness and change management, Kathryn is client-focused and has worked across industries and the globe, including Australia, Asia, Europe and North America, helping companies unleash their performance potential.

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 management roles at international investment bank Macquarie Bank. 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.

■ Kathryn earned an MBA from the Australian Graduate School of Management, was awarded the Chairman’s prize for excellence and leadership and holds an applied science Bachelor’s degree in Speech Pathology. Kathryn has been an active board member in the Education, Arts and Not for Profit sectors. She currently holds positions on The Foundation Board for University of NSW (Australia), Library For All, a social entrepreneurial organization driving literacy in developing countries and MINDD an organization supporting parents navigate their way through the explosion of autoimmune and autistic spectrum illnesses. Kathryn is a member of the Women’s President Organization.

[Kathrynr@krstrategy.com](mailto:Kathrynr@krstrategy.com)