



Lauded by World Trade Magazine as one of the “Fabulous 50+1” most influential people impacting global commerce, Kate Vitasek is an international authority for her award- winning research and Vested® business model for highly-collaborative relationships. Vitasek, an author, educator, and business consultant, offers practical and research-based advice for driving transformation and innovation through highly-collaborative and strategic partnerships. She has written seven books, including: **Vested: How P&G, McDonald’s and Microsoft Are Redefining Winning in Business Relationships**, **Contracting in the New Economy**, **Vested Outsourcing: Five Rules that Transform Outsourcing** and **Getting to We: Negotiating Agreements for Highly Collaborative Relationships**.

Vitasek has been featured on CNN International, Bloomberg, NPR, Fox Business News, and Forbes. She also has been featured in over 300 articles in publications including Harvard Business Review, Chief Executive Magazine, Information Week, CIO Magazine, The Wall Street Journal, Journal of Commerce, and World Financial Review. She is the lead faculty and researcher for Vested and has launched the University of Tennessee’s Certified Deal Architect program.

Prior to joining the University of Tennessee, Vitasek’s storied career includes positions with P&G, Microsoft, Accenture, Stream International and Supply Chain Visions—a boutique-consulting firm she founded, which was recognized by ARC Advisory Group as one of the “10 Coolest” boutique-consulting firms.

Vitasek is passionate in her quest to help companies transform their business relationships. Her customized keynotes and longer workshops inspire and motivate business leaders to make the shift to a “what’s in it for we” mindset. K...

**Kate Vitasek**

### Speech Topics

- Women in Business
- Virtual Keynotes
- Teambuilding
- Supply Chain & Logistics
- Sales
- Real Estate



## Testimonials

“Kate’s message could not have been any better. She did a fantastic job of setting the stage and helping to start the discussion with our most strategic suppliers. We all left super energized and with some clear ‘homework’ to help us improve our relationships.”

- EVP | Supply Chain - Border States.

“A big thank you from all of us at HCL for the great session earlier today to our entire Europe team. It is amazing how on every count, you impress more and more! I have had some great comments from our colleagues post the session. We are also thankful that you patiently answered all the questions!”

- Corporate Vice President, HCLTech Ltd.