

**Enlightening. Engaging. Evocative.**  
**A 21st century pioneer.**  
**Much-needed advice.**  
**A paradoxical truth. WOW.**



## **Faculty - Graduate & Executive Education, University of Tennessee**

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. Vitasek is passionate in her quest to help companies transform their business relationships. She inspires and motivates business leaders in University courses (both onsite and virtually), and gives her popular keynote addresses at major industry events and conferences around the world.

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.

*See the following page for alternative length bio options*

## Alternative Length Bios for Kate Vitasek

### 50 Words

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### 70 Words

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### 100 Words

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### 150 Words

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Vitasek is known for her practical and research-based advice for driving transformation and innovation through highly-collaborative and strategic partnerships. She has appeared on CNN International, Bloomberg, NPR, and Fox Business News. Her work has been featured in over 300 articles in publications including *HBR*, *Forbes*, *Chief Executive Magazine*, *CIO Magazine*, *The Wall Street Journal*, *Journal of Commerce*, *World Financial Review*, and *Intelligent Sourcing*.

## 200 Words

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Her pioneering work has led to seven books, including: ***Vested: How P&G, McDonald’s and Microsoft Are Redefining Winning in Business Relationships***, ***Getting to We: Negotiating Agreements for Highly Collaborative Relationships***, and ***Contracting in the New Economy***.

Vitasek’s work also won the Supply Chain Council’s Academic Advancement award for its impact in advancing business.

Vitasek is internationally recognized for her practical and research-based advice for driving transformation and innovation through highly collaborative and strategic partnerships. She has appeared on CNN International, Bloomberg, NPR, and Fox Business News. Her work has been featured in over 300 articles in publications including *Harvard Business Review*, *Forbes*, *Chief Executive Magazine*, *CIO Magazine*, *The Wall Street Journal*, *Journal of Commerce*, *World Financial Review*, and *Intelligent Sourcing*.

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