

KATE
VITASEK

CREATING HIGHLY COLLABORATIVE
WIN-WIN BUSINESS CULTURES.

KEYNOTE INTRO

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

**Kate Vitasek is an international authority
on the art, science and practice of highly
collaborative business relationships.**

Her award-winning research at the University
of Tennessee has led to the Vested® business
model for highly collaborative relationships
and has been featured on *CNN International*,
Bloomberg, *NPR*, and *Fox Business News*.



Kate is the author of seven books including *Vested: How P&G, McDonald's and Microsoft Are Redefining Winning in Business Relationships* and *Getting to We: Negotiating Agreements for Highly Collaborative Relationships*. Her work has been featured in over 300 articles including *Harvard Business Review*, *Chief Executive Magazine*, *Forbes* and *Journal of Commerce*.

Kate is in both the Sourcing Industry Group and the International Association for Outsourcing Professional's "Hall of Fame," is a World Commerce and Contracting "Fellow," and has been named a "Power Influencer" by *World Financial Magazine*.



Learn more about Kate
at katevitasek.com