



CREATING HIGHLY COLLABORATIVE WIN-WIN BUSINESS RELATIONSHIPS.

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 which received the Thinkers50 Breakthrough Idea Award in 2025 and has been featured on *CNN International*, *Bloomberg*, *NPR*, and *Fox Business News*.

Learn more about Kate
at katevitasek.com



Kate is the author of nine books including *The Vested Way: Five Rules for Achieving the Impossible* **and** *Getting to We: Negotiating Agreements for Highly Collaborative Relationships*. Her work has been featured in over 400 articles including *Harvard Business Review*, *Chief Executive Magazine*, *Forbes*, *The Economist* and the *Journal of Commerce*.

Kate has been named a “Power Influencer” by *World Financial Magazine* and is in both the *Sourcing Industry Group* and the *International Association for Outsourcing Professional’s “Hall of Fame,”* as well as being honored as a *World Commerce and Contracting “Fellow”*

