



Dr. Kathryn Ritchie
Founder & CEO

EXPERTISE and EXPERIENCE: Transformation, strategy execution and culture alignment for a wide range of firms across industry categories

“Brilliant beyond anything you have ever imagined,” is how successful entrepreneur, education leader and philanthropist, Kevin Baird, describes Dr. Kathryn Ritchie, Founder and CEO of Ignition Institute, formerly KR Strategy, an international strategy execution firm. A world-renowned leader in strategy, execution, culture change and transformation, **Dr. Ritchie brings a unique method** to her many clients, from across the globe, including North America., Australia, Asia. They laud her for her ability to “ignite” management teams, quickly move strategy into execution and increase growth.

“Ignition understands that in order to change a business you have to change the hearts and minds of the individuals in the business,” explains Baird. “Ignition isn’t about doing the work for you. Ignition is about enabling you to do that work, and to do that work quickly. When growth had stalled for General Assembly, a rapid growth startup, Scott Kirkpatrick, then COO, brought in Dr. Ritchie. He praises her for her unique ability to bring together management teams. What Ignition does really well he adds “is to turn strategy into a deep operating plan.”

“We quickly got the growth engine going.”

“Other consultants,” explains Kathryn “come in with analytics and present options for solutions. We come in as the facilitator, the educator, and pull that out. The solution comes from them. We probe, test, challenge.” **Dr. Ritchie understands that the solution must come from the leaders and their teams.** Only if they own it, she emphasizes, they will do it. As Baird describes Kathryn and her team-- “their ability to ask the right questions and to connect with people, that emotional resonance linked with the intellectual resonance I have never found before. When you consider the moniker, “Ignition Institute,” that is exactly what it is.” Barbara Harrison, CHRO, GUD Holdings, praises Ritchie and her team for their interview method and their bias toward action. **“They get to the heart of what is really going on.”**

Substance and speed mark Dr. Ritchie’s work. “We work with the whole system. We interview rapidly.” Reading patterns, she helps her clients achieve the three hallmarks of her approach:

CLARITY, COHESION, DISCIPLINE. Whether a company is chasing milestones, responding to disruptive market forces, or facing internal turmoil, **Dr. Ritchie, and her team, get to the root cause, unleash untapped capacity, enhance performance, anchor execution and eliminate waste**

For her work in the facilitation of strategy execution in organizations of all types, Dr. Ritchie was awarded an honorary doctorate from the City University of LA-CULA. She holds an MBA from the Australian Graduate School of Management. The school also awarded her the Chairman’s Prize for Excellence and Leadership. She held management roles at the international investment bank, Macquarie

Bank. She has served on the board of the Foundation Board for University NSW (Australia), was a member of the Women's President Organization, in New York, and is a current member of the CEO Connection. She chairs Nabu.org, a social entrepreneurial organization driving literacy in developing countries. *Womens Leader Magazine* hailed Dr. Ritchie as **one of the most Inspiring Women Leaders of 2022.**

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