

KATI REARDON

FOUNDER + CEO

**"If you don't like the road
you're walking, start
paving another one"**

-Dolly Parton

Kati is a sought-after thought-to-action leader.

Kati's workshops, keynotes, and cohorts have influenced the strategic direction of Fortune 500 companies. She is often invited to coach, develop, and consult leaders in design, product, and innovation at top retail companies.

Revered as a high performer, Kati's career has been a dynamic journey fueled by curiosity and a passion for building high-performing teams. A natural collaborator she has led cross-functional teams across diverse industries, from fashion to fork. Global fashion brands like Banana Republic and Nike to innovative companies in the food and beverage sector.

Kati thrives in challenging environments, whether it's leading a \$10M or \$1B business, the challenge is her energy source. A trained diplomat, Kati began her global career in fashion working on emerging markets, like launching Banana Republic in Japan. She built and led product creation teams that directed the development of award and accolade-winning athletes in the outdoor and sports sectors. From athletes like Sean White, Serena Williams, the WNBA, LeBron James, and the USWNT, Kati has been ahead of trends in product creation.

Now, as founder and CEO of ShapeShift and Shift Happens, Kati is passionate about culturing businesses to develop future leaders who can adapt to the changing conditions of business today AND tomorrow.

Kati draws endless inspiration from her passion for the outdoors, skateboarding, food, and travel.



**WITH 20 + YEARS OF EXPERIENCE AS A
PEOPLE LEADER, I EXCEL AT CULTURING
AND CULTIVATING THE NEXT GENERATION**

OF LEADERS

I've inspired audiences at leading industry conferences and corporate events, sharing insights on topics such as...

- **The Winning Edge: Applying Sports Strategy to Business Success**
- **Collaboration is THE Competitive Advantage**
- **How to Build a Leader**
- **The Art of Getting Fired**
- **Make Multigenerational Teams your Competitive Edge**

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SHAPE SHIFT
always unfinished