

Alicia Watkins

PATTERN RECOGNITION & STRATEGY

Human Behavior · Organizational Change · Transitions

Co-Founder & Head of Operations, KSec Cybersecurity Consulting | New York, NY | Virtual & national

CREATOR OF PATTERN SHIFT™ · THE PATTERN ROOM

ABOUT

Alicia examines how people, processes, and organizational systems interact, and why the same problems surface across seemingly different industries. With 11+ years across technology, procurement, business operations, and creative strategy, plus a background in criminal justice, she teaches audiences to investigate the problem beneath the problem before rushing toward a fix.

FEATURED TALK

When Every Part Works but the System Doesn't

A band can be full of capable musicians and still sound wrong. Why talented people and well-intentioned teams produce poor outcomes, and how to tell whether the problem is a part, the relationships between parts, or the arrangement of the whole.

SIGNATURE TALKS & WORKSHOPS

Seeing the Pattern Beneath the Problem

Recognize recurring patterns and move beyond symptoms.

Loop or Transition?

Tell the difference between a pattern that keeps repeating and a situation that has genuinely changed.

The Human Pattern Behind Organizational Change

How people interpret uncertainty, power, and new expectations.

Pattern Recognition in the AI Age

What humans still need to notice, question, and evaluate.

Clarity Before Action

Investigate the problem beneath the problem before choosing a solution.

THE PATTERN SHIFT™ APPROACH

Understand the pattern. Navigate the transition. Design what comes next.

GREAT FIT FOR

Leadership and operations teams · Technology and cybersecurity organizations · Women in business and tech events · Career-transition and professional development programs · Virtual and in-person keynotes, workshops, and panels

CREDIBILITY

1,000+

technology users supported across 5 regions

\$85K

in vendor discrepancies identified

25%

improvement in financial accuracy

800+

videos produced across 50+ campaigns

70K+

audience reached

1.2M+

likes and engagements

EDUCATION

B.S. Criminal Justice, Purdue Global University
Emphasis: Crime Scene Investigation

EXPERTISE

Pattern recognition · Systems thinking · Organizational behavior · Change management · Business operations · Cybersecurity operations · Root cause analysis · Procurement & vendor management

BOOK ALICIA

Find me on **Innovation Women** and **LinkedIn** (Alicia Watkins).

Fees are tailored to event scope and format. Inquire for availability.