



## Kristen T. Hemingway

Principal, Hemingway Strategies

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### **About the Firm**

Hemingway Strategies is a boutique management consulting and leadership development firm led by Kristen Hemingway. The team brings expertise in business strategy and marketing performance and focuses primarily on healthcare, life sciences, financial services, insurance and durable goods categories.

### **About Kristen Hemingway**

Kristen is a brand and business strategist with 25+ years of experience working with Fortune 500 companies, privately-owned businesses and national non-profits. She enjoys long-standing client relationships and has moved client-side for periods of time to build strategy and marketing capabilities, lead project implementation and drive transformation.

From a consulting perspective, Kristen leads teams to develop growth-oriented brand and marketing strategies and customer experience blueprints based on stakeholder research and insights. From a coaching and leadership perspective, Kristen brings a portfolio of diagnostic tools and perceptive conversations to build individual leadership plans and increase personal impact.

In her new book, *Leadership Hero Code*, Kristen shares seven principles for leading effectively in today's workplace. The book offers real-life stories of leadership 'crisis', change and renewal alongside proven approaches that generate energy and drive positive impact.

Kristen holds an MBA from Kellogg Graduate School of Management and B.A. from Northwestern University. She is a certified leadership coach through the most tenured coaching organization in the United States, certified in Leadership Circle Profiles (360), and certified as a Dare to Lead™ facilitator by Dr. Brené Brown. Kristen is an active fundraiser and advocate for two local non-profits that support at-risk youth development and women's health and wellness.

Specialties include: integrated planning, brand management, strategic communications, career and executive coaching, leadership development, product/service innovation, moderation and facilitation, qualitative/quantitative research design, customer segmentation, digital marketing.