



Kristin Harper is the founder and CEO of Driven to Succeed, LLC, a leadership development company that provides brand strategy consulting, market research, keynotes on leadership and emotional intelligence, and career coaching for Fortune 500 companies, entrepreneurs, and rising leaders. She's known for building brands and helping people accelerate their careers using head and heart.

An award-winning businesswoman, Kristin Harper has over 30 years of brand and business experience, from grassroots startups to global iconic brands. She started her first businesses at the age of 14 and rose through the ranks to become a Global Vice President of a Fortune 15 company well in her 30s. She has led teams to develop strategies, product innovation and brand-building marketing to increase sales, profit, and market share for iconic global brands including Crest®, Oral-B®, and Hershey's KISSES®. Now she and her team help brands uncover insights to drive growth through research, brainstorming, and innovation.

Kristin's experience spans both Business to Consumer (B2C) and Business to Business (B2B). She built deep General Management, Brand Management and Marketing experience over 20 years at Procter & Gamble, The Hershey Company, and Cardinal Health, respectively. Utilizing proven approaches, Kristin helps businesses, organizations and individuals build clear and compelling brands that drive results.

Kristin is author of *The Heart of a Leader: 52 Emotional Intelligence Insights to Advance Your Career* and *Love's Resurrection: A Spiritual Journey through Marriage, Divorce and Remarrying the Same Man*.

She is deeply committed to giving back to her community as an active lifetime member of Delta Sigma Theta, minister at her church, and Co-Founder/Board President of Pacesetters Unlimited, Inc., which provides mentoring and scholarships to African American youth.

Kristin received her bachelor's and MBA degrees from Florida A&M University (FAMU), and executive education from Harvard University. She understands what it means to lead as a woman. During college, she was elected the first female Student Government President in nearly a decade, and now serves as an appointed member on the FAMU Board of Trustees.

She and her husband, also a FAMU graduate, are the proud parents of three children. In 2015, they accomplished a bucket-list goal by establishing a \$25,000 endowed scholarship for FAMU business students. Kristin also co-chaired one of the largest grassroots scholarship fundraising campaigns in FAMU's history. She is the recipient of the YWCA Women of Excellence award, Top 50 Global Marketer award and was named a Columbus CEO Magazine "Future 50" leader.