

KELLY WINQUIST

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Kelly is an experienced strategy and operations servant leader with a demonstrated track record in transformational, innovative, and data-driven growth and change initiatives. She delivers results through goal-focused execution, excellent customer focus, and empowering others across a broad spectrum of functions, such as operations, finance, HR, investor relations, sales and marketing, and reorganizations. She is recognized for outstanding leadership, bottom-line results, and contribution to communities, and is a management consulting and Ivy League alumna.

Kelly began KW Consulting Services LLC in 2022 to help small to medium sized businesses and nonprofits transform or grow in a unique way. She believes organizations have great ideas, but those ideas fail due to a lack of foundation and planning. Kelly is all about making impact happen at this intersection of strategy and execution.

Prior to starting KW Consulting Services, Kelly was Principal, Operations, at Sovereign's Capital Management, a small, values-driven venture capital and private equity firm. She loved leading internal operations where she wore many hats and served all practice areas. She thrived at creating structure out of chaos, for example by creating a much-needed HR function to support headcount more than doubling in a year.

Before Sovereign's, she was at Deere & Company for almost a decade. She started at Deere after being selected to join the company's executive development program, a highly competitive leadership program that accepted only 10 graduates from top MBA schools. She led a broad range of business functions through this program. For example, she led several analytics and operational teams at Deere's premier Combine and Front End Equipment factory, a \$2.5B business. Other roles included leading a large organizational restructuring and cultural transformation in a \$5B business affecting 1,600 employees and saving \$30M year-over-year in R&D costs, and leading a team to develop predictive and prescriptive modeling efforts for "production systems" strategy – resulting in a corporate wide "Smart Industrial" shift being implemented by the CEO and throughout the company today.

Prior to Deere, she gained expertise in Information Technology (IT) strategy and analytics. She was a consultant to several Fortune 500 companies, implementing IT systems to solve business issues and reduce costs. For example, her engagement with Verizon Directories resulted in \$300K year-over-year cost savings. She also led the development of an \$800K grant application while at the District Attorney's office in Las Vegas. The office won the grant and she led its implementation to test early intervention tactics to increase child support payments from non-custodial parents. Finally, as a management consultant at Ernst & Young she managed client relationships, identified business issues, developed scenarios for solutions, and used technology to implement solutions.

She graduated cum laude with a Bachelor of Science degree in Business and Computer Systems from Milwaukee School of Engineering, an MBA from the Tuck School of Business at Dartmouth, and a Masters in Public Administration from the Harvard Kennedy School of Government. She was awarded the Julia Stell Award that recognizes leadership in and contribution to the Tuck community at Dartmouth, and the President's Award at Deere for leading transformational initiatives that reduced costs by \$33M (~11%) over three (3) years at Deere's premier Turf and Utility factory.

On a personal note, she has been married to Matt for over 20 years. They have two (2) teenage daughters and have cared for a dozen foster and Safe Family kids throughout the years. Also, she has taught and coached personal finances for almost two (2) decades, where she walks people through the process of paying off debt then increasing philanthropy. It is extremely fulfilling.

Personality Type

- **Entrepreneurial Operating System (Traction):** Integrator
- **Strengthfinder Top 5:** Analytical, Futuristic, Belief, Responsibility, Significance (mission oriented)
- **DISC:** Dominance / Steadiness (DS) or "Achiever" type
- **Enneagram:** 3-way tie of Type 3 (Achiever/Performer), Type 6 (Questioner), and Type 8 (Asserter)
- **Working Genius:** Tenacity and Enablement
- **Myer Briggs:** ISTJ (Introversion, Sensing, Thinking, Judgment)

