

# Accelerated Executive Coach and Leadership Faculty Profile



**Bennetta B. Raby, MS, PMP, LSSBB**  
Chief Transformation Officer & Global VP Strategic Relationships  
Sanitis  
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## EXPERIENCE:

### Education, Leadership & Affiliations:

- B.S. Business Administration and Minor in Computer Science, Louisiana State University, New Orleans
- Dual M.S. Management and Project Management, University of Management and Technology, Virginia
- Industrial and Organizational Psychology (in-progress), Loyola University
- Project Management, George Washington University; Strategy Management, Harvard University; Risk Management, International Institute of Learning
- Executive Strategy Program, Stanford University
- The Kaplan-Norton Balanced Scorecard Program
- Global Learning and Development Executive

### Industry Experience:

- Business & Technology Transformation
- Global Consulting
- Financial Services
- Consumer Products & Services
- Digital & Information Technology
- Healthcare & Life Sciences
- Software & Product Development
- Telecommunications
- HR/Workforce Transformation

## PROFESSIONAL BIO:

Bennetta Raby is a visionary business catalyst for CXO's, clients, innovators and project development efforts with rich experience in serving others by managing complex change, performance gaps and strategic relationships. She is a visionary skilled in optimizing current state while leveraging mission, values, people, process and technology to develop "the art of possible."

Bennetta is a transformative thought leader in strategy, turnaround management, and leadership development. She has a track record as a trusted partner and collaborator who consistently delivers results within growth-oriented business environments and of a concept-to-execution driver and turnaround specialist in 12 industries. As a strategic architect she leverages ideation sessions and strategic and customer journeys to demonstrate future capacity and opportunities. Bennetta uses innovative digital products and data automation to create value for high-profile initiatives.

Co-founder of Emotional Innovation Workshops and the Genesis Technology Innovation Incubator and nationally recognized by Technology Business Management Council for Strategy and Innovation Excellence (1st in industry) and DFW Women in IT Leader.

In her current role as CTO of Sanitis, a burgeoning health services and consumer product organization, Bennetta leads the design of a multi-year digital technology strategy and transformation roadmap. Tasked with fostering strong partnerships and a culture of innovation that enables positive change initiatives, she drives down barriers and facilitates integrated teams to enhance customer and work-life experience. Bennetta also serves as an executive leadership team member that maintains the mission, vision and values for the organization and associates.