

Whynde Kuehn

Sr Business Architect & Author



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Areas of Focus & Expertise

- **Strategy Execution**
- **Business Transformation**
- **Sustainability**
- **Business Architecture**
- **Strategic Planning**
- **Learning Curriculum and Program Development**

I am a strategic business architect who translates organizational strategy into coordinated execution. My role encompasses working with executives to redefine business strategy and roadmap future direction, establishing updates to business and technology environments, redefining investment portfolios, aligning internal and external parties, and measuring the outcomes that result from realignment initiatives. I also work with clients to help them build their internal business architecture practices to support these strategic changes.

In my 26-year career, I am pleased to have architected and led multiple enterprise-wide business transformations and redesigned numerous Fortune 500 and global companies to help them build cohesive, end-to-end, cross-disciplinary strategy to execution capability.

I passionately serve on the board of numerous non-profit organizations that focus on alleviating poverty, and chair the *Women in Architecture* global initiative, which I co-founded. I am the author of *Strategy to Reality*, and have contributed to numerous publications focusing on architecture, strategy and sustainability.

Featured Services

Business Architecture Practice Establishment
Strategy Execution Optimization
Business Strategy and Transformation

Technology Solutions

Business Model Design
Business Architecture Definition
Business Ecosystem Design

Companies

Cargill
USAA
Airbus

About avantage

For over 15 years, Avantage has been building a trusted brand, engagement by engagement. We are privileged to serve the organizations we work with, that include some of the most recognized brands in the world.

Our growth strategy is based on providing the specialized skills required to help our leading enterprise clients adopt the modern capabilities required to compete and innovate in a disruptive world. With a results based approach, we combine great people with advanced IP, tools and systems, that positions us a notch above in a highly competitive marketplace.

