

**Bennetta B. Raby**

MS, PMP, LSSBB Transformation Officer & Global VP Strategic Relationships Sanitis; Strategic Quality Examiner Malcolm Baldrige (NIST)/Quality Texas

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 product 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. She regularly contributes to major publications and speaking engagements. A trusted, transparent business advisor and partner, Bennetta uses innovative digital products and data automation to create value for high-profile initiatives of significant financial and regulatory impact, relationship building and monetizing.

A continuous learner, teacher and volunteer, Bennetta mentors and cultivates high-potential leaders and teams that desire vision, engagement, collaboration, and inclusive culture. She is a 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 Interim Chief Transformation Officer 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 ensures business analysis, insights, solutioning, project management, governance, control and delivery activity across transformational projects are achieved. 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.