

# KEITH R. WYCHE

**President, CUB Foods -A Division of  
SUPERVALU**

***Author, Good Is Not Enough – And Other  
Unwritten Rules for Minority Professionals***



Keith Wyche knows what it takes to be one of the highest ranking African American executives in the U.S. And, organizations such as Microsoft, NY Life, Northrop Grumman, GE, Black Recruiters Network and National Association for Multi-Ethnicities in Communications (NAMIC) have benefited by having Keith share his personal insight from inside the executive suite.

Keith has more than 25 years experience in some of corporate America's most notable companies, including Ameritech, Convergys Corporation, AT&T and IBM, Pitney-Bowes — and he is currently President, CUB Foods – a division of SUPERVALU. Wyche empowers today's minority professionals to see themselves through the same lens from which they are viewed by executive decision makers. His audiences receive practical advice that eliminates the maze that confines them at middle management.

Known for his signature “straight-shooter” approach, Wyche leverages real examples from his and his colleagues' journeys up the corporate ladder to provide practical strategies for advancing to corporate leadership. The bottom-line according to Wyche is: good is not enough. His message is not about what corporate America isn't doing, it's about what today's minority professionals aren't doing.

In addition, Keith's book “Good is Not Enough: And Other Unwritten Rules for Minority Professionals,” was recently nominated for an NAACP Image Award as an “Outstanding Literary Work”

Keith has been recognized for his leadership:

- Board Member of the prestigious Executive Leadership Council
- National Black MBA Association Board Member and named “MBA of the Year”
- Honored as a “Man of Distinction” by the National Urban League
- Profiled by [Black Enterprise Magazine](#), [Ebony Magazine](#) & [Diversity MBA](#).
- 2007 Diversity MBA Magazine, P&L Publishing Top 50 Under 50 African-American MBA's
- Martin Luther King Jr. International Board of Renaissance Leaders 2008 Inductee at Morehouse College in Atlanta, Georgia.