

SUZY WELCH

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New York, New York

Like many careers, mine can best be understood in the rearview window, where the winding journey would almost logically seem to land where it has today, at NYU Stern School of Business, where, as a Professor of Management Practice, I teach two classes in the Management and Organizations Department. The first class, which I created, is entitled, “Becoming You: Crafting the Authentic Life You Want and Need,” and presents a construct and methodology for career discovery. The second, which I also wrote, is “Management with Purpose:,” a semester-long exploration of the concepts, skills, and capabilities that inform the process of growing into an evermore effective leader.

The throughline of my career, which spans writing, editing, broadcast journalism, and managing consulting, and also includes four years as a start-up CEO, is the study, practice, and teaching of career and personal invention and *reinvention*. Indeed, it is to that end that I am now the Director of the NYU | Stern Initiative on Purpose and Flourishing, the first such academic center in the United State committed to the academic study of the discovery and pursuit of authentic purpose.

EDUCATION

Harvard University, Cambridge, MA

B.A. in Fine Arts, Cum Laude, 1981

Harvard Business School, Cambridge, MA

MBA, Baker Scholar, 1988

***In Progress:* University of Bristol Business School, Bristol, UK**

PhD, 2025

PUBLICATIONS

Books

Suzy Welch (2026) *10-10-10 (New Edition)* New York: HarperCollins Publishers.

Suzy Welch (2025) *Becoming You: Crafting the Authentic Life You Want and Need.* New York: HarperCollins Publishers.

Suzy Welch (2004) *10-10-10: A Life Transforming Idea.* New York: Simon & Schuster.

Suzy Welch, Jack Welch (2005) *Winning.* New York: HarperCollins Publishers.

Suzy Welch, Jack Welch (2006) *Winning: The Answers: Confronting 74 of the Toughest Questions in Business Today.* New York: Harper Business.

Suzy Welch, Jack Welch (2015) *The Real-Life MBA: Your No-BS Guide to Winning the Game, Building a Team, and Growing Your Career.* New York: Harper Business.

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Articles

Suzy Welch (2024) “Crotonville and Death of Fun at Work” *The Wall Street Journal*.

Suzy Welch (2023) “Are You There M.B.A? It’s Me, Industry” *The Wall Street Journal*.

Suzy Welch (2023) “Generation Z Yearns For Stability” *The Wall Street Journal*.

Suzy Welch (2023) “How to Deal with ‘AI Grief’” *The Wall Street Journal*.

Suzy Welch (2023) “For Gen Z, Unemployment Can Be a Blast” *The Wall Street Journal*.

Suzy Welch (2023) “‘Lazy Girl Jobs’ Won’t Make Gen Z Less Anxious” *The Wall Street Journal*.

Suzy Welch, Jack Welch (2009) “Of Boards and Blame” *Businessweek*.

Suzy Welch, Jack Welch (2009) “The Recession’s Painful Reality” *Businessweek*.

Suzy Welch, Jack Welch (2009) “For a Fast-Acting Stimulus Plan” *Businessweek*.

Suzy Welch, Jack Welch (2009) “Finding Your Inner Courage” *Businessweek*.

Suzy Welch, Jack Welch (2009) “How Not to Succeed in Business” *Businessweek*.

Suzy Welch, Jack Welch (2009) “Fear of Flip-Flopping” *Businessweek*.

Suzy Welch, Jack Welch (2009) “An Employee Bill of Rights” *Businessweek*.

Suzy Welch, Jack Welch (2009) “Layoffs: HR’s Moment of Truth” *Businessweek*.

Suzy Welch, Jack Welch (2009) “Put Your Rage on the Back Burner” *Businessweek*.

Suzy Welch, Jack Welch (2009) “Startups, Start Your Engines” *Businessweek*.

Suzy Welch, Jack Welch (2009) “Obama: A Leadership Report Card” *Businessweek*.

Suzy Welch, Jack Welch (2009) “Crazy for a Job” *Businessweek*.

Suzy Welch, Jack Welch (2009) “A Week of Blows to Business” *Businessweek*.

Suzy Welch, Jack Welch (2009) “Transforming the Family Business” *Businessweek*.

Suzy Welch, Jack Welch (2009) “Giving in an Unforgiving Time” *Businessweek*.

Suzy Welch, Jack Welch (2009) “The Power of Pushback” *Businessweek*.

Suzy Welch, Jack Welch (2009) “The Difference Dignity Makes” *Businessweek*.

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Suzy Welch, Jack Welch (2009) “Dear Graduate (Crisis Version)” *Businessweek*.

Suzy Welch, Jack Welch (2009) “Not So Fast, Mr. President” *Businessweek*.

Suzy Welch, Jack Welch (2009) “Winning Back a Wary Workforce” *Businessweek*.

Suzy Welch, Jack Welch (2009) “The Economy: A Little Clarity” *Businessweek*.

Suzy Welch, Jack Welch (2009) “Inventing the Future Now” *Businessweek*.

Suzy Welch, Jack Welch (2009) “Why We Tweet” *Businessweek*.

Suzy Welch, Jack Welch (2009) “Resolutions for the Recession” *Businessweek*.

Suzy Welch, Jack Welch (2009) “The Loyalty Fallacy” *Businessweek*.

Suzy Welch, Jack Welch (2008) “Miscreants Among Us” *Businessweek*.

Suzy Welch, Jack Welch (2008) “Immigration: A Reality Check” *Businessweek*.

Suzy Welch, Jack Welch (2008) “Trim the Fat, Not the Service” *Businessweek*.

Suzy Welch, Jack Welch (2008) “It’s Business-Bashing Time” *Businessweek*.

Suzy Welch, Jack Welch (2008) “When a Star Slacks Off” *Businessweek*.

Suzy Welch, Jack Welch (2008) “Shrugging Towards Recession” *Businessweek*.

Suzy Welch, Jack Welch (2008) “When Growth is the Only Solution” *Businessweek*.

Suzy Welch, Jack Welch (2008) “Getting to Know Your Next CEO” *Businessweek*.

Suzy Welch, Jack Welch (2008) “Courage Under Fire” *Businessweek*.

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Suzy Welch, Jack Welch (2008) “A Punching Bag Named Nafta” *Businessweek*.

Suzy Welch, Jack Welch (2008) “Keeping Morale Up in a Downturn” *Businessweek*.

Suzy Welch, Jack Welch (2008) “Before You Go Job-Hopping...” *Businessweek*.

Suzy Welch, Jack Welch (2008) “Red Flags for the Decade Ahead” *Businessweek*.

Suzy Welch, Jack Welch (2008) “How to Bust Into the Big Leagues” *Businessweek*.

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Suzy Welch, Jack Welch (2008) “The Connected Leader” *Businessweek*.

Suzy Welch, Jack Welch (2008) “While Corporate Europe Fiddles…” *Businessweek*.

Suzy Welch, Jack Welch (2008) “Hiring Is Hard Work” *Businessweek*.

Suzy Welch, Jack Welch (2008) “CEO Pay: No Easy Answer” *Businessweek*.

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Suzy Welch, Jack Welch (2008) “Why Your Office Isn’t Like Google’s” *Businessweek*.

Suzy Welch, Jack Welch (2008) “What’s Hobbling the IRS” *Businessweek*.

Suzy Welch, Jack Welch (2008) “The Importance of Being Sticky” *Businessweek*.

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Suzy Welch, Jack Welch (2008) “What Change Agents Are Made Of” *Businessweek*.

Suzy Welch, Jack Welch (2008) “Trust in a Time of Turmoil” *Businessweek*.

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Suzy Welch, Jack Welch (2008) “How to Save Detroit” *Businessweek*.

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Suzy Welch, Jack Welch (2008) “India’s Moment of Truth” *Businessweek*.

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Suzy Welch, Jack Welch (2008) “Resisting the Pull of Office Politics” *Businessweek*.

Suzy Welch, Jack Welch (2008) “Don’t Forget to Write!” *Businessweek*.

Suzy Welch, Jack Welch (2008) “State Your Business” *Businessweek*.

Suzy Welch, Jack Welch (2008) “Fear Not the Foreign Investor” *Businessweek*.

Suzy Welch, Jack Welch (2008) “Employee Polls” A Vote in Favor” *Businessweek*.

Suzy Welch, Jack Welch (2008) “Chief Executive Officer-in-Chief” *Businessweek*.

Suzy Welch, Jack Welch (2008) “The Buyback Boondoggle” *Businessweek*.

Suzy Welch (2007) “Suzy Welch’s Big Strategic Thought” *Businessweek*.

Suzy Welch, Jack Welch (2007) “The Best Leadership is Good Management” *Businessweek*.

Suzy Welch, Jack Welch (2007) “Hiring Wrong – and Right” *Businessweek*.

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Suzy Welch, Jack Welch (2007) “The Global Warming Wager” *Businessweek*.

Suzy Welch, Jack Welch (2007) “The Blame Game – Forget It” *Businessweek*.

Suzy Welch, Jack Welch (2007) “The Unemployment Act” *Businessweek*.

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Suzy Welch, Jack Welch (2007) “The Right Way to Say Goodbye” *Businessweek*.

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Suzy Welch, Jack Welch (2007) “Turn Blasé into Buy-In” *Businessweek*.

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Suzy Welch, Jack Welch (2007) “The New Brain Drain” *Businessweek*.

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Suzy Welch, Jack Welch (2007) “Get Real, Get Ahead” *Businessweek*.

Suzy Welch, Jack Welch (2007) “The Six Sigma Shotgun” *Businessweek*.

Suzy Welch, Jack Welch (2007) “Which Job Is the Right Job?” *Businessweek*.

Suzy Welch, Jack Welch (2007) “Flying Solo: A Reality Check” *Businessweek*.

Suzy Welch, Jack Welch (2007) “The Riddle of Russia” *Businessweek*.

Suzy Welch, Jack Welch (2007) “Own Up to Getting Sacked” *Businessweek*.

Suzy Welch, Jack Welch (2007) “Lay Off the Layers” *Businessweek*.

Suzy Welch, Jack Welch (2007) “Who Will Rule the 21st Century?” *Businessweek*.

Suzy Welch, Jack Welch (2007) “Private Equity Redux” *Businessweek*.

Suzy Welch, Jack Welch (2007) “Bosses Who Get It All Wrong” *Businessweek*.

Suzy Welch, Jack Welch (2007) “The Reverse Hostage Syndrome” *Businessweek*.

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Suzy Welch, Jack Welch (2007) “The Hiring Batting Average” *Businessweek*.

Suzy Welch, Jack Welch (2007) “From Hero to Zero” *Businessweek*.

Suzy Welch, Jack Welch (2007) “The Succession Timetable” *Businessweek*.

Suzy Welch, Jack Welch (2006) “Opportunity is Knocking” *Businessweek*.

Suzy Welch, Jack Welch (2007) “Wielding The Velvet Hammer” *Businessweek*.

Suzy Welch, Jack Welch (2007) “Leaving the Non-Profit Nest” *Businessweek*.

Suzy Welch, Jack Welch (2007) “Generation Y’s Bad Rap” *Businessweek*.

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Suzy Welch, Jack Welch (2007) “Define Yourself – or Others Will” *Businessweek*.

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Suzy Welch, Jack Welch (2007) “Directors Who Don’t Deliver” *Businessweek*.

Suzy Welch, Jack Welch (2007) “Negotiate in a Cool, Dark Place” *Businessweek*.

Suzy Welch, Jack Welch (2007) “Should You Stay or Should You Go?” *Businessweek*.

Suzy Welch, Jack Welch (2007) “It’s Insular at the Top” *Businessweek*.

Suzy Welch, Jack Welch (2007) “Scrambling to Find a Successor” *Businessweek*.

Suzy Welch, Jack Welch (2007) “How to Really Shake Things Up” *Businessweek*.

Suzy Welch, Jack Welch (2007) “The Folly of Star Wars” *Businessweek*.

Suzy Welch, Jack Welch (2007) “Behind All Those Undone Deals” *Businessweek*.

Suzy Welch, Jack Welch (2007) “Death to Bureaucracy” *Businessweek*.

Suzy Welch, Jack Welch (2007) “Hot-Button Columns of 2007” *Businessweek*.

Suzy Welch, Jack Welch (2007) “The Boardroom Bunker” *Businessweek*.

Suzy Welch, Jack Welch (2007) “The High Cost of Corruption” *Businessweek*.

Suzy Welch, Jack Welch (2007) “Avoiding Strikes – and Unions” *Businessweek*.

Suzy Wetlaufer (2007) “Creative Company: How to Grow and Harvest Great Ideas.” *Harvard Business Review*.

Suzy Welch (2007) “Ethical Dilemmas at Work” *O, The Oprah Magazine*.

Suzy Welch, Jack Welch (2006) “The Hot Buttons of 2006” *Businessweek*.

Suzy Welch, Jack Welch (2006) “Options for MBAs Without Jobs” *Businessweek*.

Suzy Welch (2006) “Flex and the Office” *O, The Oprah Magazine*.

Suzy Welch, Jack Welch (2006) “When to Go with Your Gut” *Businessweek*.

Suzy Welch, Jack Welch (2006) “How to Get Elected Boss” *Businessweek*.

Suzy Welch, Jack Welch (2006) “How Healthy Is Your Company?” *Businessweek*.

Suzy Welch, Jack Welch (2006) “What’s Right About Wal-Mart” *Businessweek*.

Suzy Welch, Jack Welch (2006) “Is China for Everyone?” *Businessweek*.

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Suzy Welch, Jack Welch (2006) “Are You a Boss-Hater?” *Businessweek*.

Suzy Welch, Jack Welch (2006) “The Danger of Doing Nothing” *Businessweek*.

Suzy Welch, Jack Welch (2006) “So Many CEOs Get This Wrong” *Businessweek*.

Suzy Welch, Jack Welch (2006) “The Smarter They Are...” *Businessweek*.

Suzy Welch, Jack Welch (2006) “Outsourcing Is Forever” *Businessweek*.

Suzy Welch, Jack Welch (2006) “Battle Stations in a Dead Calm” *Businessweek*.

Suzy Welch, Jack Welch (2006) “Pick Your Poison Wisely” *Businessweek*.

Suzy Welch, Jack Welch (2006) “The Nitty-Gritty on Nepotism” *Businessweek*.

Suzy Welch, Jack Welch (2006) “How to Be a Talent Magnet” *Businessweek*.

Suzy Welch, Jack Welch (2006) “A Twisted Chain of Command” *Businessweek*.

Suzy Welch, Jack Welch (2006) “The Rumsfield Conundrum” *Businessweek*.

Suzy Welch, Jack Welch (2006) “The Case for 20-70-10” *Businessweek*.

Suzy Welch, Jack Welch (2006) “Whose Company Is It Anyway?” *Businessweek*.

Suzy Welch, Jack Welch (2006) “It’s Not About Empty Suits” *Businessweek*.

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Suzy Welch, Jack Welch (2006) “Dialing for Growth” *Businessweek*.

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Suzy Welch, Jack Welch (2006) "Call It Work-Life Choices" *Businessweek*.

Suzy Welch, Jack Welch (2006) "Don't Play the Office Cop" *Businessweek*.

Suzy Welch, Jack Welch (2006) "Growing Up but Staying Young" *Businessweek*.

Suzy Welch, Jack Welch (2006) "Getting Back on the Radar" *Businessweek*.

Suzy Welch, Jack Welch (2006) "The Leadership Mindset" *Businessweek*.

Suzy Welch, Jack Welch (2006) "What's Holding Women Back" *Businessweek*.

Suzy Welch, Jack Welch (2006) "Knowing When to Fold 'Em" *Businessweek*.

Suzy Welch, Jack Welch (2006) "Strategy for Small Fry" *Businessweek*.

Suzy Welch, Jack Welch (2006) "Keeping Your People Pumped" *Businessweek*.

Suzy Welch, Jack Welch (2006) "Paying Big-Time for Failure" *Businessweek*.

Suzy Welch, Jack Welch (2006) "Tough Guys Finish First" *Businessweek*.

Suzy Welch (2005) "Getting Unstuck" *O, The Oprah Magazine*.

Suzy Wetlaufer (2002) "Perfect Paradox of Star Brands: An Interview with Bernard Arnault of LVMH." *Harvard Business Review*.

Suzy Wetlaufer (2001) "The Business Case Against Revolution: An Interview with Nestle's Peter Brabeck." *Harvard Business Review*.

Suzy Wetlaufer (2001) "The Business Case Against Revolution." *Harvard Business Review*.

Suzy Wetlaufer (2000) "Who Wants to Manage a Millionaire?." *Harvard Business Review*.

Suzy Wetlaufer (2000) "Common Sense and Conflict: An Interview with Disney's Michael Eisner." *Harvard Business Review*.

Suzy Wetlaufer (2000) "What's Stifling the Creativity at CoolBurst?" *Harvard Business Review*.

Suzy Wetlaufer (2000) "When Everything Isn't Half Enough." *Harvard Business Review*.

Suzy Wetlaufer (2000) "When Everything Isn't Half Enough (Commentary for HBR Case Study)" *Harvard Business Review*.

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Suzy Wetlaufer (2000) “Driving Change: An Interview with Ford Motor Company’s Jacques Nasser” *Harvard Business Review*.

Suzy Wetlaufer (2000) “Leadership When There Is No One To Ask: An Interview with ENI’s Franco Bernabe.” *Harvard Business Review*.

Suzy Wetlaufer (2000) “Common Sense and Conflict.” *Harvard Business Review*.

Suzy Wetlaufer (1999) “Under the Big Top.” *Harvard Business Review*.

Suzy Wetlaufer (1999) “A Question of Character.” *Harvard Business Review*.

Suzy Wetlaufer (1999) “Organizing for Empowerment: An Interview with AES’s Roger Sant and Dennis Bakke.” *Harvard Business Review*.

Suzy Wetlaufer (1998) “After the Layoffs, What’s Next?” *Harvard Business Review*.

Suzy Wetlaufer (1997) “A Question of Color: A Debate on Race in the U.S. Workplace.” *Harvard Business Review*.

Suzy Wetlaufer (1997) “Needed: A New System of Intellectual Property Rights” *Harvard Business Review*.

Suzy Wetlaufer (1996) “Ways Chief Executive Officers Lead.” *Harvard Business Review*.

Suzy Wetlaufer (1994) “The Team That Wasn’t.” *Harvard Business Review*.

TEACHING EXPERIENCE

Professor Management Practice, NYU Stern School of Business, New York, NY, 2022 - Present
Developed a new curriculum and created the highly popular “Becoming You: Crafting the Authentic Life You Want and Need” course for Stern MBA students (Full-Time, Part-Time, and Executive Education).

Professor Management Practice, NYU Stern School of Business, New York, NY, 2023 - Present
Professor leading “Managerial Skills: course to Stern MBA students (Full-Time, Part-Time)

PROFESSIONAL EXPERIENCE

Professor of Management Practice, NYU Stern School of Business, New York, New York 2022 - Present

Director, NYU Stern Initiative on Purpose and Flourishing, New York, New York 2023- Present

Senior Advisor, The Brunswick Group, New York, New York 2022 - Present

President and Chair of the Board, Quadio, New York, New York 2018 - 2021

SUZY WELCH

Member of the Board, ANGI, New York, New York 2017- Present

Producer and Host, The Today Show, CNBC's "Get to Work", New York, New York 2005 - 2018

Columnist, *O, The Oprah Magazine*, Boston, Massachusetts 2001 - 2003

Editor in Chief, *Harvard Business Review*, Boston, Massachusetts 1995 - 2001

Management Consultant, Bain & Company, Boston, Massachusetts 1988 - 1995

Business Reporter, *Associated Press*, Boston, Massachusetts 1985 - 1986

Reporter, *Miami Herald*, Miami, Florida 1981-1985

Reporter, *The Washington Post*, Washington D.C. 1981