

# 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.

# SUZY WELCH

## 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*.

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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*.

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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) “Not So Fast, Mr. President” *Businessweek*.

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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*.

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

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

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

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

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

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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*.

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

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

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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