



Executive Biography

Julie Gilbert

*Founder and CEO
WOLF Means Business*

A visionary. An entrepreneur. A catalyst.

Julie Gilbert has a formula that works. As the founder and CEO of WOLF Means Business, she has developed a cutting-edge innovation machine that combines smart business strategy with a strong belief in people and a passion for the possible. Julie uses these elements to strengthen and grow businesses and to simultaneously inspire individuals to contribute more than ever to their jobs, communities, others and themselves.

After spending 16 years in corporate America, Julie stepped out in 2009 to bring WOLF, her revolutionary approach to innovation, strategy and change, to companies around the world. Through speeches, workshops and a network of more than 40,000 people globally, organizations are transforming – business, political and non-profit. People are clamoring to be part of her innovation network, and businesses are lining up to learn from Julie’s insight and the brilliance of her WOLF network and innovation system.

Julie built several industry-changing businesses from ideation to scale during her very successful careers at Best Buy (a global retailer of technology and entertainment products and services; ranking 66 on the Fortune 500) and at Deloitte (an independent firm providing audit, consulting, financial advisory, risk management and tax services to organizations worldwide).

She is best known for the inception and development of a progressive transformation strategy called WOLF, an innovative approach directly engaging employees and consumers to make Best Buy THE place for women to work and shop. During the time Julie led WOLF at Best Buy, the company increased female market share by more than \$4.4 billion and reduced female employee turnover by more than 5% each year. In addition to new business growth, WOLF simultaneously scaled capabilities of organic and skilled innovation, created a loyal global network, developed development of leadership skills at all levels and built an inherent commitment to community.

Her other new businesses included the launch of Magnolia Home Theatre at Best Buy, Virgin Mobile’s launch in the U.S. (in partnership with Best Buy), and tax consulting business, for Deloitte & Touche, which was the most profitable business for the company for many years. She also led a team at Best Buy in the creation of “Learning Lounge” which revolutionized traditional retail training by creating a new learning platform where more voices were heard – both those of customers and employees.

This year, *PINK* magazine named Julie one of the Top 15 Women in Business in the United States. Other honors include the EPIC "Circle of 10 Award" from The White House Project, one of Minnesota's Women to Watch (by the *Twin Cities Business Journal*), Top 25 Business Leaders in Minnesota (by *Minnesota Business Journal*) and one of the 100 Most Successful Women in Business by *Profiles in Diversity Journal* magazine.

Julie serves on the board of directors for the Harvard Business Kennedy School Women's Board and The White House Project. She also is active on an international scale with Susan G. Komen, the world's preeminent organization dedicated to raising awareness and funding to find a cure for cancer.

A South Dakota native, Julie earned her master's degree in strategy and marketing, and her bachelor's degree in accounting, both with highest distinction, from the University of Minnesota Carlson School of Business. She has taught courses and workshops at New York University and the University of Minnesota. Julie is also a certified public accountant in the state of Minnesota.

An avid writer, Julie regularly blogs for The WOLF Pack Den, *PINK* magazine and the Harvard Business School. She has been published internationally and is writing a book about the power of finding, exercising and listening to the voices of people (their ideas, knowledge and insight) at all levels of organizations to re-invent business and grow as individuals.