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Kerry Hatch

Former President
American Express Small Business
Starwood Luxury Brands



Kerry Hatch is a transformational President, CEO, and board director with decades of change management experience. Her record of leadership success includes serving as president of American Express OPEN. She brings broad and deep knowledge in more, strategy development, M&A, talent management, and global operating experience in the financial services, technology, media, and travel industries. At The ExCo Group, she mentors C-suite executives and emerging C-suite executives.

In addition to her work at The ExCo Group, Hatch serves as a board member for Fevo, a payments startup in the sports and entertainment industry. She is also a board observer for Grata, a new B2B search engine, and Mint House, a short-term rental startup in the hospitality space. Formerly, she was a Board Member of Vistage International, the world's leading peer advisor organization for CEOs.

Hatch enjoyed a 22-year career with American Express, culminating in her role as president of American Express OPEN: The Small Business Network, serving as the leader behind what was the first sub-brand in the history of the Fortune 100 company. She successfully transformed this $2.5B business for American Express into their highest growth division. Under her leadership, she created a new executive team and brand, overhauling the service model and introducing new products, advertising, and acquisition approaches. In addition, she re-engineered consumer customer acquisition, including the launch of Costco and Blue Card cards, and oversaw global merchant pricing during the most tumultuous decade in industry history. Hatch also spearheaded the expansion of American Express card acceptance into mass merchants, grocery stores, telecommunications, and the government. Her earlier executive assignments with American Express included senior leadership positions in strategy, marketing, and business development.

More recently, Hatch worked for Starwood Hotels Resorts & Worldwide, Inc. as its highest-ranking woman and one of the most senior women in the travel industry. As global president of St. Regis and The Luxury Collection Hotels, she had overall P&L responsibility for the two brands, comprised of some of the world's most revered and celebrated hotels. During her tenure, Hatch spearheaded the extensive worldwide expansion of St. Regis condominiums and hotels.

As president and CEO of QSP, the school and educational services division of Reader's Digest Association, Inc., Hatch was instrumental in the company's sale to Time Warner, Inc. Following the sale, she led the successful integration of QSP into Time, Inc. In addition, she was president and CEO of Goodtimes Entertainment, a private equity-backed direct marketing and entertainment business, and a Managing Director for Oaklins DeSilva Phillips, the largest middle market investment bank.

Kerry Hatch has an MBA from Columbia University, a BA in Economics from the University of Colorado, Boulder, and a coaching certification from Columbia University.

Being able to talk to Kerry confidentially was very important. I'm a little more of a tactical person, but I was able to have that bigger insight because of the depth and value of our frank discussions from the first day, which made the more "aha" conversations possible.

– VP Finance & Treasurer Leading Non-Profit with $770M in Net Assets