

ScottMadden Elects New Board Member, Kathy Betty

ATLANTA, GA – (February 25, 2020) – Following its regularly scheduled shareholder meeting, ScottMadden, Inc., announced today the election of Kathy Betty, a prominent Atlanta businesswoman with more than 30 years of business management and consultancy experience, as a member of the board of directors effective February 23, 2020.

Kathy served as a partner at ScottMadden—the first female partner in the firm—from 1992–1996 and senior vice president from 1997–1999. During that time, she led the firm’s reengineering work with support from [Brad Kitchens](#) and several other colleagues. Her experience focused on international mergers and acquisitions and managing the business transformation practice. Following her departure from ScottMadden, she went on to start The Tradewind Group, a firm specialized in incubator start-ups and technology companies. Later, she became the first woman in Atlanta history to own a professional sports team as owner and CEO of the WNBA Atlanta Dream. During her time as owner, the team went to the finals of the WNBA two years in a row.

“On behalf of the board, I want to congratulate Kathy on her new role, bringing her corporate leadership and integrity to the board and firm at-large. This election is the result of a focused succession plan, which ensures an unwavering commitment to client success and overall firm growth. Kathy has big shoes to fill following Tom Madden. I have full confidence in Kathy and believe that the firm’s best days are yet to come,” says Brad.

“It is such an honor and opportunity to join the board of ScottMadden. Tom Madden was an incredible mentor to me in my career, and Brad Kitchens is the standard for defining what it takes to be a great leader. I look forward to working with the board and the firm on their path to ‘the best days ahead’,” adds Kathy.

Kathy’s functional experience includes manufacturing, operations, strategic and business planning, customer service, logistics management, accounting, human resources, marketing, purchasing and product development. Her experience spans a variety of industries including aerospace and defense, computer and high tech, pulp and paper, public utilities and energy, and services. Kathy has conducted numerous seminars and workshops on business transformation for a variety of organizations, including the American Management Association (AMA), the Cost Management Association (CMA), and the Institute for International Research (IIR). She is a recognized public speaker focusing on leadership development, diversity and inclusion, and corporate culture.

Currently, Kathy serves as a board member at NYSE company Aaron’s Inc., an omnichannel provider of lease-purchase solutions, on the board of trustees for Georgia Tech Athletic Association, and on the board of advisors for Synergy Laboratories and Sure Med Compliance.

About ScottMadden, Inc.

ScottMadden is the management consulting firm that does what it takes to get it done right. We consult in two main areas—Energy and Corporate & Shared Services. We deliver a broad array of consulting services ranging from strategic planning through implementation across many

industries, business units, and functions. To learn more, visit www.scottmadden.com | [Twitter](#) | [Facebook](#) | [LinkedIn](#)

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