

In 2009, **Keith Wyche** was named President, CUB Foods and currently is President & CEO of ACME Markets – both chains are divisions of the SUPERVALU family of grocery store banners. In his current role, he directs the activities of 117 stores and more than 11,000 associates in driving sales and satisfying customers through continued marketing, merchandising and operational excellence.

As a renowned mentor to minorities in Corporate America, Wyche incorporates a signature “straight shooter” approach to help minority professionals advance from middle management to executive leadership—a feat that, according to statistics, is still uncommon in Corporate America today.

At perhaps the highest point of his career, Wyche is now focusing on translating his success into significance. That’s why, as one of corporate America’s highest ranking African American executives, he is sharing secrets to breaking from middle management to senior leadership.

Keith has been recognized for his leadership by Black Enterprise and Ebony magazines and in 2007 was named a “Man of Distinction” by the National Urban League and one of the “Top 50, Under 50” corporate executives by Diversity MBA Magazine. In April of 2008, Keith will be inducted into the Martin Luther King Jr. International Board of Renaissance Leaders along with LeBron James, Russell Simmons, Tiger Woods and Rep. Charles Rangel at Morehouse College in Atlanta, Georgia.

He is on the Corporate Board of Directors of WMS Industries and the National Black MBA Association (NMBBAA). Keith received his BBA from Cleveland State University and his MBA from Baldwin-Wallace College. His book “Good is Not Enough: And Other Unwritten Rules for Minority Professionals” published by Portfolio, was recently nominated for an NAACP Image Award as an “Outstanding Literary Work.”