



Kim Svoboda

Founder & CEO, Aspiration Catalyst® | Bestselling Author | Executive Coach | Keynote Speaker

Kim Svoboda is a bestselling author, executive coach, keynote speaker, and founder/CEO of Aspiration Catalyst®, a leadership development firm that partners with organizations to build BOLD leaders and high-performing teams. With more than 25 years of executive leadership experience, Kim has built businesses from zero to millions and led organizations at billion-dollar scale.

Kim is the bestselling author of *BOLD Leadership: The Adventure of Building Excuse-Proof, Goal-Crushing Teams*, where she shares practical leadership frameworks and real-world insights to help leaders create accountability, trust, and high performance. She is also an award-winning and highly sought-after Vistage keynote speaker whose engaging presentations combine business storytelling with actionable strategies that inspire leaders to elevate performance and culture.

Before founding Aspiration Catalyst®, Kim held executive leadership roles at CDW, Insight Enterprises, Adobe, and US Cellular. At CDW, she founded and scaled multiple business divisions, including CDW-G, the Apple platform division, and Volume Software Licensing. She later led Sales Operations for 3,000 sales professionals. At Insight Enterprises, Kim led a \$1B+ business across 19 states, turning around an underperforming division and delivering sustained double-digit growth.

Today, Kim and her team at Aspiration Catalyst® work with CEOs, executive teams, and organizations across Fortune 500 companies, mid-market firms, private equity-backed businesses, and professional associations to develop exceptional leaders and build strengths-based, high-accountability cultures. Their work includes executive coaching, leadership development programs, team transformation, and strategic facilitation.

Kim serves as Board Chair Emeritus of the Better Business Bureau of Chicago and Northern Illinois and is an Advisory Council Member for The Executives' Club of Chicago. She is also a member of the Forbes Business Council and has been recognized as a trusted advisor and thought leader in leadership, culture, and organizational performance. She is a certified executive coach, Gallup strengths coach, and active mentor to emerging executives and high-potential leaders.

A self-described leadership junkie, Kim is passionate about helping people become the best version of themselves while building organizations where both people and performance thrive.

Outside of work, she is a triathlete, an avid traveler, and an adventurer at heart. Several years ago, Kim, her husband, and their two daughters spent eight months circumnavigating the globe, visiting 5 continents and 26 countries via planes, trains, boats, and automobiles — an experience that deepened her perspective on leadership, resilience, culture, and human connection.

Kim holds executive education credentials from Northwestern University's Kellogg School of Management and earned her Bachelor of Arts in Communication and Business Administration from St. Ambrose University.

Core Leadership Strengths: Strategic • High Accountability • Competitive • Empowering • People-Centered Leadership

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