

# Christy Tanner

Transformative Big Brand C-Level Executive, Tech Leader & Influencer

**How to Thrive in Disruption: Building Trailblazing Teams and Leadership Strength** Big-brand executive and tech leader Christy Tanner has built her reputation on successfully piloting teams through disruption by transforming them into disruptors. By building early alliances with Apple, Netflix and Hulu, Tanner created for the companies she led a network of mutually beneficial partnerships. As head of CBS Interactive's Media and public affairs divisions, these collaborations allowed her to conquer threats that could have upended the business and, instead, seize the opportunity to become the market leader by establishing new, industry-dominating centers of excellence. In this talk, Tanner shares insights from the legendary case studies of transforming CBS divisions from also-ran obscurity into leading-edge innovators. She imparts practical wisdom for thriving in disruption and how groups can adapt these lessons to establish their own organizations as enduring leaders in a continuously evolving market landscape. Among Tanner's takeaways are the importance of collaboration and adaptability as the basis for successful transformation, as well as how anyone can harness the power of technology to turn ideas into profitable innovation and accelerate business growth.

**From Ideas to Impact: Strategies for Establishing Innovation in Your Organization** Among Christy Tanner's long list of accomplishments, she led turnarounds for two fading brands that many considered lost causes (CBS and TV Guide), transforming them both into industry innovators and leaders. In this compelling talk, she outlines how leaders can operationalize innovation and make it part of the everyday process within their teams, rather than a lightning-in-a-bottle occurrence. As she talks through what worked in the turnarounds she led, Tanner teaches audiences the following: How to break down organizational silos and create a culture of collaboration where ideas and information are openly shared How to capitalize on opportunities to develop solutions for unaddressed needs in your market The role of technology in transformation and how to identify the technologies that align with your innovation and growth goals Fun, relatable examples from the world of media on how to reinvigorate teams and establish a culture of continuous transformation

**Building a Culture of Continuous Transformation** As renowned tech leader and turnaround expert Christy Tanner shares, no business evolution is possible without a culture that supports innovation and teams who can turn visionary ideas into transformative results. In discussing the culture and people components, and the role of technology, in continuous transformation, Tanner addresses the biggest roadblock: fear. People often fear change, losing their jobs, and asking questions; But Tanner notes that part of successfully creating a culture of continuous transformation is creating environments that are conducive to continuous learning and openness as teams work to navigate the technological and market-driven shifts that are disrupting the status quo. Among her paradigm-

shifting insights, tools, and resources, Tanner shares that the organizations that become successful years ahead of their competitors are the ones in which everyone, not just the leaders, are empowered to contribute their ideas and think cross-functionally about how to elevate the customer experience and re-invent their industries.