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BW Leadership Institute elevates Susan Conrad to Partner

Barry-Wehmiller's leadership development firm celebrates rapid growth by expanding leadership team



Susan Conrad has been named BW Leadership Institute Partner.

ST. LOUIS — May 21, 2018 — The BW Leadership Institute (BWLI) is pleased to announce that Susan Conrad has been elevated from Director of Outreach to Partner. Since joining the team in July 2017, Conrad has been instrumental to the organization's growth and success, as BWLI continues to share the people-centric culture learnings of Barry-Wehmiller, its parent company, with businesses around the world.

Founded in 2015, BWLI imparts this philosophy of "Truly Human Leadership" through customized trainings and events, assessments and consulting services. With head offices in St. Louis and now, Cape Town, South Africa, BWLI is expanding both its team and its client list, as more companies—including American Airlines, E. & J. Gallo Winery, the San Francisco 49ers and others—understand the importance of creating a thriving, caring culture, one that sends team members home each day feeling safe, well and fulfilled.

In the past year, BWLI has doubled its revenue and impact, with sights set on \$8M in revenue by the end of 2018. Conrad has played a key role in these efforts.

"Susan has been an incredibly meaningful addition to our team, because she, like us, deeply believes in the importance of helping people reach their full potential," said Sara Hannah, BWLI Managing Partner. "She has shown up to add value in any way she can from day one. Naming her as a partner is a formality for a leader with as much presence and drive as she has."

In her role, Conrad draws upon 30 years of experience in visioning, strategy implementation, operations, success planning, culture transformation, acquisitions and corporate finance, as she inspires organizations on their path toward people-centric leadership. Corporate and nonprofit leaders turn to her to navigate change, improve performance and develop future leaders.

Conrad earned a bachelor's degree in finance from the University of Missouri-Columbia, a Master of Business Administration from Washington University and a Senior Professional in Human Resources certification from the HR Certification Institute.

"Susan is a true champion of our message, our efforts and our business growth," said Matt Whiat, BWLI Partner. "We are excited to see what the future holds with her as a critical part of our leadership team."

For BWLI's current class schedule and more information, visit bwleadershipinstitute.com.

ABOUT BW LEADERSHIP INSTITUTE

The BW Leadership Institute (BWLI), Barry-Wehmiller's external leadership training organization, exists to illuminate potential and ignite human connection so that people have the opportunity to thrive. With clients ranging from Fortune 500 companies to small family-owned businesses, BWLI creates unique experiences that help companies and their team members reach their full potential. Focus areas include vision, strategy, culture deployment, continuous improvement and leadership development. For more information, visit bwleadershipinstitute.com.

ABOUT BARRY-WEHMILLER

Barry-Wehmiller is a diversified global supplier of engineering consulting and manufacturing technology for the packaging, corrugating, sheeting and paper-converting industries. By blending people-centric leadership with disciplined operational strategies and purpose-driven growth, Barry-Wehmiller has become a \$3 billion organization with nearly 12,000 team members united by a common belief: to use the power of business to build a better world. CEO Bob Chapman shares the story of the company's transformation in his book, [*Everybody Matters: The Extraordinary Power of Caring for Your People Like Family*](#). To learn more, go to barrywehmiller.com.