

About Kevin Kruse

Kevin Kruse is a successful entrepreneur and co-author of the bestselling book, *We: How to Increase Performance and Profits Through Full Engagement*. Based on real-world experience and surveys of over 10 million workers it reveals how leaders who foster an environment for Growth, Recognition and Trust will generate massive emotional commitment and buy-in from team members.

He is the founder of ACI, Axiom, Krū Research and was a senior executive at Kenexa. He is currently an investor and board member of Team Capital Bank and member of the Delaware Crossing angel investor group.

Kevin has written and published over 100 articles for various publications on topics related to employee development, leadership and marketing. He is a former columnist for *Chief Learning Officer* magazine and has been interviewed by dozens of publications including *Fortune*, *Upside*, *Training*, *HR Magazine*, *HR Executive*, *Corporate University Review*, *Training & Development* and others. He also lectures to associations and corporations around the world on the new world of work and business excellence.

Outside of the business domain Kevin has served on the non-profit boards of The Library Project, Senior Adults for Greater Education, and was a speechwriter and advisor to Congressman Patrick Murphy (PA-8).

Kevin holds a Bachelors degree from Rutgers College with a dual major in economics and history. He lives in Bucks County, PA with his three children.

