



KATHY SOBUS

Kathy Sobus is the CEO of Sobus Consulting, where she advised organizations on customer experience, AI, and business transformation. With background spanning strategy, technology, and operations, she has worked with hundreds of companies to improve customer experience, optimize performance, and drive large-scale transformation. She is known for bringing people together, building strong relationships, and guiding companies through change to create meaningful experiences between customers and employees.

Throughout her career, Kathy has been recognized for innovation and leadership, including being named to CRN's Woman of the Channel multiple times. She also holds 13 patents reflecting her work in creative problem-solving and applied innovation across customer experience and collaboration technologies. A recognized thought leader and speaker, she has published white papers, blogs, and podcasts.

Prior to founding Sobus Consulting, Kathy held leadership roles at Avaya and C1 where she led contact center, customer experience, and go-to-market initiatives. She brings deep expertise in alliance development, product and services launches, and cross-functional execution that aligns technology solutions with business outcomes.

Kathy holds a BS and MS degrees in Education from the University of Delaware, and an MBA from Saint Joseph's University.

Beyond her professional work, Kathy is deeply committed to youth development and community leadership. As a proud mother of two and stepmother of 3, she has experience, firsthand, the impact community programs can have on young people and families. Her daughter participated in Girl Scouts of the USA, and her son earned the rank of Eagle Scout in 2010. Kathy strongly supports the values of leadership, service,



and the mentorship that scouting instills and is honored to serve the mission of Scouting America.

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