



Cali Williams Yost CEO & Founder Flex+Strategy Group

Cali Williams Yost is one of the world's most trusted and experienced authorities on high performance flexibility. A visionary workplace futurist, strategist, author, and keynote speaker, Yost is the Founder and CEO of the Flex+Strategy Group, a solutions company helping organizations unlock performance and engagement by reimagining how, when, and where work is done.

Called "one of the most sophisticated thinkers" on the transformation of work by The New York Times, her commentary frequently appears in the media, including in the Wall Street Journal, Harvard Business Review, USA TODAY, NPR, and the TODAY Show.

For over two decades, Yost has led the exploration of the future of work and flexibility, predicting multiple workplace trends and designing a proprietary framework that drives operational change for impact.

She helps leaders build dynamic hybrid onsite/remote organizations that attract and retain an engaged, diverse workforce; increase productivity and innovation; enhance employee well-being, and respond rapidly to operating disruptions.

Clients include: Columbia University, Stanford University, Sanofi, HSBC, the IMF, Con Edison, Memorial Sloan Kettering, Quest Diagnostics, BDO USA, UBS Americas, National Institutes of Health, Freddie Mac, the Singapore Government, the United Nations, Columbia University, NYU, and Stanford University.

A former commercial banker, who approaches flexible work transformation as a strategic business imperative, Yost graduated with honors from Columbia Business School, where she's noted as an alumnus "Changing the World." In 2018, Yost was named one of the global management thinkers "On the Radar" by Thinkers50, and she has been cited as one of Forbes's 40 Women to Watch Over 40.

Yost's work meets at the intersection of strategy, infrastructure, and a culture of shared leadership. It is rooted in original research on the skills individuals need to leverage flexibility and take control of their work+life "fit" in order to do their jobs and manage their lives.

She coined and codified her concepts on the flexible future of work in the empowering book, *Tweak It: Make What Matters to You Happen Every Day* (Hachette, 2013) and the critically-acclaimed, *Work+Life: Finding the Fit That's Right for You* (Riverhead/Penguin Group, 2004).

Yost is one of Mashable's top career experts on Twitter and awarded "Best of the Web" distinctions by Forbes.com. Yost lives in the NYC metro area with her husband, two daughters and sits on the Board of a local YMCA. Contact:

cali@flexstrategygroup.com

