

## KEVIN SONG

*Former Head of Organizational Development,  
Strategy & People Analytics at Disney*



### Unleash Innovative Growth & Transformation For Leaders and Organizations

#### SPEAKER OVERVIEW:

The former global executive of Organizational Development & People Analytics at The Walt Disney Company, Kevin Song led the team that drove major strategic initiatives and transformations that accelerated business growth and innovation globally. He was responsible for leading the segment's organizational strategy, change leadership, people analytics and talent solutions for an \$18 billion business that operates with over 120,000 cast members from six world-class and one-of-the-kind vacation destinations around the world.

With over 20 years of experience, Kevin Song is a seasoned business and HR executive with versatile cross-functional expertise in customer experience, sales & marketing and business operations, with extensive global HR consulting experience in large-scale organizational transformation, merger & integration, strategic innovation, and business optimization.

During his operational career, Kevin led his markets and lines of business through tremendous growth, where the annual revenue exceeded 136% YoY and the profitability was consistently in the double digits.

Under Kevin's leadership, the business grew to nearly \$800M in total asset and ranked consistently in the top 2% nationally. He was awarded for designing the breakthrough customer experience strategy and program that resulted in over 45% increase in customer satisfaction and market growth.

A military brat born in Taiwan, Kevin grew up in a unique family manufacturing business that his father started from his garage – it grew into an award-winning business in Southeast Asia. That's what ignited a passion in Kevin to help leaders and organizations to unleash their potential for what matters the most.

As the founder and managing principal of Aradiant Group, Kevin works with Fortune 1000 companies and various organizations to help them excel in two major areas: *Leadership Innovation* and *Strategic Disruption*.

Kevin has successfully coached hundreds of senior executives over the last ten years from his time at North Highland Consulting, Sprint, Walmart and Disney through the world-renowned Disney University and Disney Institute. He helped them transform their businesses by strengthening their culture and improving their leadership to deliver sustainable performance.

As a catalyst, Kevin's passionate about investing into the next generation of leaders around the world. He supports in this endeavor by serving in various volunteer leadership and board capacity of non-profit and faith-based organizations.

Kevin has earned a BA in Organizational Psychology & Business Administration with honors from the University of Central Florida. He is a three-year winner of their prestigious Minority Academic Excellence Leadership Award, along with graduating from top leadership programs from Bank of America, Walmart, Sprint and Disney.

Some of Kevin's extensive certifications includes: Master Facilitator, Executive Coach, Organization Design & Change Management, Lean Six Sigma Black Belt, Project Management, Strategic Planning Process, Disney's Change Leadership & Advanced Leadership Program and more.

Faith and family are a big part of Kevin's life, as him and his wife are raising five amazing children and currently reside in Orlando FL.

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#### KEY HIGHLIGHTS:

- Extensive experience in leading in transformation programs globally across IT, Operations, Sales & Marketing, Distribution, Supply Chain, Revenue Management, HR and Finance.
- Led breakthrough strategies and implementation in Customer Experience and Commercialization, Revenue Optimization, Operating Model Redesign, Finance Transformation, Procurement Realignment that resulted in increased profitability, streamlined business integration, reduced cost structure, improved operating efficiency and customer satisfaction.
- Spearhead the next-generation Omni-Channel Strategy and Labor Model redesign that resulted in industry-first and award-winning shopping experience.
- Recognized as a top global leader in pioneering and building – Disruptive Innovation, Workforce of the Future, HR Transformation, Organizational Effectiveness, Talent Analytics and Change Leadership.
- Led and created world-class talent solutions, digital learning academy and advanced leadership development programs that significantly improved leadership capability, talent readiness, succession planning and business performance.
- Led and championed large-scale, complex operating model change and organizational restructuring by harnessing the power of data & analytics, agile innovation process, and rapid business improvement that delivered new ways of working and culture shift.
- Developed industry-leading HR service delivery model and technology modernization to enable next generation employee experience and smart manager self-services.

#### Key Areas of Expertise

- Business Transformation
- Strategic Innovation & Planning
- Leadership & Executive Development
- Business Optimization
- Organizational Effectiveness
- Change Management
- Executive Coaching
- Agile / Design Thinking
- People & Workforce Analytics

#### Languages

- English
- Mandarin Chinese

#### Industry Experience

- Multi-Media Entertainment
- Hospitality
- Retail Distribution
- Telecom/Information technology
- Banking/Financial Services
- Non-Profit/Faith-Based

#### Functional Experience

- Strategy
- HR
- Business Operations
- Sales & Marketing
- Project & Program Management
- Financial

#### Professional Experience

- Walt Disney Parks & Resorts
- Walmart
- Intercontinental Hotel Group
- Bank of America
- Sprint
- North Highland Consulting