



# 4xi

Global Consulting & Solutions  
*Inspiring a brighter future, together*



## Executive Biography



### **Whitney Goulish** Consulting Operations Lead

Whitney comes from a diverse background and has experience working in both the business and nonprofit worlds for the last 12+ years. She has some unique and once-in-a-lifetime experiences that she gained when she spent over a decade working in the sports industry across the United States.

With her experience in the business world, Whitney has excelled at business operations and strategy. Most of her roles were on a consulting basis to help increase the bottom line, streamline processes, and increase efficiencies. With a focus on increasing sales, reducing expenses, and making operational adjustments she has been able to help turn around several failing business enterprises. Aside from the Sports and Nonprofit industries, her vast experience comes from working within other sectors including Entertainment, Healthcare, Food and Beverage, Logistics, and more.

Skilled in Business Intelligence and processes Whitney has a strong business acumen and leverages all available data to fuel the decision-making process. Her expertise also includes Cross-Functional Communication, Organization, Data Analytics, and managing and tracking projects.

The Business environment is constantly changing year over year and one important aspect is for businesses to be industry leaders in technology. As technology expands, Whitney has the experience to enhance business operations from a technology perspective. She has helped create, develop, and implement Mobile Apps, new CRM software, as well as additional programs that have grown business bottom lines.

Whitney received a Bachelor of Business Administration from Northwood University in Michigan, with a dual Major in Entertainment, Sport, and Promotions Management and General Business Management. She returned to Northwood to complete her Master of Business Administration from the Richard DeVos Graduate School of Management a few years later.

#### **Client Engagements:**

Whitney leads the 4xi's internal systems and procedures and supports client projects. She works with the 4xi Consultants to help create, coordinate, and communicate reports, decks, surveys, polls, and conduct any necessary research to support your business needs.

Whitney and the rest of the team at 4xi are here to help you drive positive change and impact.



**DATA ANALYTICS**



**STRATEGY**



**OPERATIONS**



**TECHNOLOGY**



**CROSS-FUNCTIONAL COMMUNICATION**



**ORGANIZATION**

