

KEYNOTE | EXECUTIVE COACH | STRATEGIST

Dr. Vic Baker

Culture. Leadership. Results that last.

MBA • Six Sigma Black Belt • Certified Coach
Based in the San Francisco Bay Area



Dr. Vic Baker helps leaders turn culture from a buzzword into a measurable driver of performance. With two decades guiding Fortune 500 utilities, universities, and nonprofit boards, he brings the rare combination of Six Sigma rigor and human insight to every room he enters. Audiences leave with frameworks they can use Monday morning, not theories they forget by Friday.

SIGNATURE TALKS

- 1 Culture by Design, Not by Accident**
Build a culture that retains talent, wins clients, and survives leadership transitions.
- 2 The Five Conversations Every Leader Avoids**
Tough talks that stall teams and deals, plus a repeatable framework for each.
- 3 From Operator to Owner: Thinking Like a CEO**
A Six Sigma and strategy lens on working on the business, not in it.
- 4 Diversity Equals Revenue**
The business case for inclusion, backed by data, and how to operationalize it.
- 5 Board Governance That Actually Governs**
Lessons from the chair's seat on building boards that add strategic value.

CREDENTIALS & RECOGNITION

- MBA, University of San Francisco
- Six Sigma Black Belt | Certified Executive Coach
- Ellen O. Tauscher Distinguished Service Award, East Bay Leadership Council
- San Diego Urban League 40 Under 40 Leadership Award
- Published in Forbes Business Council, Medium, CityBiz, and Pharmaceutical Compliance Monitor
- Recurring guest lecturer, UC Berkeley and University of San Francisco

PAST AUDIENCES & AFFILIATIONS

SDG&E • UC Berkeley • University of San Francisco • East Bay Leadership Council • Choice in Aging • De La Salle High School • Contra Costa County • American Association of Blacks in Energy