



**Wendy D. Lynch, Ph.D.**

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For 35 years, Dr. Wendy Lynch has been making the connection between human and business performance. At heart, she is a sense-maker and translator: nerd-to-corporate and corporate-to-nerd. A consultant to numerous Fortune 100 companies, Dr. Lynch has worked in roles including faculty at the University of Colorado Health Sciences Center, vice president of strategic development at HCMS Group and principal at Mercer Human Resource Consulting, and she has served on the board of directors for two publicly traded firms. Now, Dr. Lynch runs her own consulting firm and holds an adjunct position of associate professor at IUPUI. Her current research efforts focus on the application of big data solutions in human capital management. As a research scientist working in the business world, Dr. Lynch has learned to straddle commercial and academic goals, converting analytic results into market success. Through her experience in diverse work settings—including digital start-ups, century-old insurers, academic medical centers, consulting firms, health care providers and the board room—she became familiar (and fascinated) with the unique language of each. That experience led to her true passion of promoting clear and meaningful conversation that promotes mutual understanding and success. Her new book, *Become an Analytic Translator*, will be released in 2022. Find her at [www.lynchconsultingltd.com](http://www.lynchconsultingltd.com), [www.Get2whatmatters.com](http://www.Get2whatmatters.com) and @wendy\_lynch on Twitter. @get2whatmatters