

HEATHER LEE

Partner

Heather is a Partner at Root, where she began her career in 2002. Her work focuses on the retail, hotel, restaurant, and healthcare industries. Heather is an expert at aligning senior teams on their experience strategy and developing launch and sustainment programs that engage managers and frontline employees to deliver an experience that matches the brand promise. She has also partnered with many companies to architect culture change strategies designed to increase employee and franchisee loyalty.

Her retail, hospitality, and foodservice clients include Delta Air Lines, Gap Inc., IKEA, Kroger, Lowe's, Macy's, Marriott International, Petco, Swarovski, Sysco, Target, and Yum! Brands. Her healthcare clients include Houston Methodist, Edward Elmhurst Health, and University Hospitals.

Heather also co-leads Root's consultant group, focusing on onboarding, skill building, networking, and career development. She holds a BS in Molecular Biology from the University of Michigan, as well as an MS in Genetic Counseling from the University of Michigan Medical School. She also has an MBA in Corporate Strategy from the University of Michigan Ross School of Business. Before joining Root, Heather was a pre-natal certified genetic counselor.

Heather is an avid traveler and is currently planning trips to her sixth and seventh continents. When home, you'll likely see her on the golf course or walking the neighborhood while listening to the latest audiobook bestseller. Every fall, you'll find her cheering on the Michigan Wolverines and Auburn Tigers in football.



1-800-852-1315
info@rootinc.com



Root Inc. partners with the world's most respected organizations to accelerate and scale change using proven and disruptive methods, stories, and experiences.

rootinc.com