



Kris Potrafka is an accomplished business operations and human resources executive with over 15 years of experience. As a certified executive coach with a special focus on teams, change management and organizational development, Kris is known to challenge his clients for long-term sustainable results.

Working with Fortune 50 companies to early-stage start ups, Kris has an understanding of businesses operating at all stages of growth. Kris has served as VP, HR for Advanced Micro Devices leading the HR strategy for multiple business units representing over \$2B in revenue and 5,000 global employees.

He moved to Austin, TX in 2011 when he accepted the role of SVP, Strategy and Planning and Chief of Staff to the CEO for iHeartMedia. Kris spent many years on the West Coast working for Cisco Systems, MySpace, Activision, and Sun Microsystems. He has been recognized for bringing innovative approaches to complex problems with a practical style and great sense of humor.

Kris has a PhD in Human & Organizational Systems from Fielding Graduate University and holds 3 Master's Degrees from Fielding Graduate University, The University of Illinois at Urbana-Champaign, and Ball State University. The focus of his dissertation, a quantitative study, was on team mental models, trust, and team performance. He obtained his Bachelor's Degree in Rhetoric & Public Address from Eastern Illinois University. He holds several professional certifications and is active in various professional organizations.