

G.E.A.R. UP

Growth • Expansion • Adaptability • Readiness

2020 Annual Meeting

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Johnson C. Smith University ✦ Charlotte, NC



D. Keith Pigues
CEO, Luminas Strategy

D. Keith Pigues is the founder and CEO of Luminas Strategy and a global speaker. He served as a senior marketing executive at Honeywell International, Cemex, RR Donnelley and ADP Dealer Services. Pigues served as Professor of Leadership at UNC's Kenan-Flagler Business School and dean of the School of Business at North Carolina Central University. He is co-author of "Winning with Customers: A Playbook for B2B." Pigues serves as a board member for early-stage technology companies (SpokeHub and Peel Me) and not-for-profit organizations: Research Triangle Foundation, Office of Mortgage Settlement Oversight, and The Kenan Institute. Pigues earned a Bachelor of Science in Electrical Engineering from Christian Brothers University and an MBA from UNC's Kenan-Flagler Business School.