



CATHERINE CANTEY

FOUNDER AND CEO

Catherine brings a rare vantage point—shaped by decades inside complex organizations and by literally building from the ground up—helping leaders see clearly and move when the path forward isn't obvious.

Catherine works with capable leaders and organizations navigating complexity, transition, and high-stakes decision making—helping them create clarity and move forward with confidence.

Earlier in her career, she spent more than two decades in big banking, becoming only the second female relationship leader in a \$300-billion system in over 100 years. In her roles, she managed billion-dollar client relationships, led teams responsible for thousands of proposals with exceptional success rates, and worked across front-line business, operations, and board-level strategy. That vantage point shaped a lasting insight: organizations don't stall because they lack intelligence or resources—they stall when complexity outpaces clarity.

Today, Catherine partners with CEOs and senior leadership teams through coaching, consulting, and project-based engagements. Clients describe her as a strategic thought partner who connects dots quickly, surfaces what matters most, and helps translate insight into action. Her work blends proven stakeholder-centered coaching with her own Business Vitality® approach, developed through decades of real-world leadership and advisory experience. Clients consistently report measurable outcomes—clearer decisions, stronger ownership, more effective conversations, and aligned teams with momentum.

Beyond her advisory work, Catherine is deeply engaged in community and creative initiatives. She has helped initiate a \$12.1 million public-private partnership to expand rural broadband access, repurposed and renovated a downtown city block, collaborated with communities to design and build housing for families in need, and co-led fundraising efforts supporting working mothers and transitional housing. These projects reflect the same principle that guides her client work: clarity turns possibility into form.

Catherine hosts the Business Vitality® Podcast, where she explores complexity, clarity, and the moments just before meaningful change takes shape. Her work has been recognized by SC Biz News and Influence Digest, and she supports organizations focused on long-term community impact.

Clarity creates momentum—and momentum sustains vitality over time.