

Kristin Skinner

Founder and Chief Experience Officer
VELOCITY Co

Kristin Skinner leads VELOCITY Co, an organizational systems advisory helping executives move at market speed and deliver on their strategy.

As Founder and CXO, Kristin works with leadership teams at Adobe, Autodesk, Cisco, Nike, and Walmart to find the organizational friction capping growth and fix it at the source: decision rights, quality, governance, and how work moves between teams. Across 20 years in executive leadership at Expedia Group, Chase, Capital One, and Microsoft, she scaled organizations from 200 to 12,000+ people and built global platforms collectively serving 240M+ customers through digital banking overhauls and tech stack unifications, cutting costs by roughly 35% and regrettable attrition by 17%. At Microsoft, she led the UX redesign of its flagship enterprise management platform, adopted by nearly 20,000 organizations at launch.

Kristin is co-author of *Org Design for Design Orgs; Building and Managing In-house Design Teams* (O'Reilly) and co-founder of the Leading Experience conference and DesignOps Summit. She writes VELOCITY, a bi-weekly newsletter on the systems that determine how fast organizations can move, ranked Top 100 Rising in Business on Substack.

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