



Tim Kuppler is a culture and performance alignment specialist, author, speaker, and co-founder of [The Culture Advantage](#) and [CultureUniversity.com](#). He is also a business coach with AdvCoach, one of the largest and fastest growing business coaching organizations.

Tim held several executive positions with TI Automotive, a major global automotive supplier. He was fortunate to grow a passionate interest in culture long before it was regularly referenced in nearly every business book and magazine. His leadership was distinguished by engaging the organization with a high degree of involvement, teamwork, and rapid performance improvement. Best practices from his work as a leader were featured as part of the 2012 best-seller *Leading Culture Change in Global Organizations*, International Institute of Management Development (IMD) case studies, and culture best practice conferences.

He moved to the North America president role with AL-KO Kober where the business and culture improvement efforts were featured in trade publications, conferences, workshops, and webinars.

Tim built on this practical foundation as a business leader when he moved to consulting as President of Denison Consulting, a leader in organizational culture assessment and improvement that's worked with over 5,000 organizations. His work included consulting efforts with major clients as well as education of clients and consultants.

He formed The Culture Advantage provide education and consulting to fill a gap he saw in the world of culture—the lack of a clear framework to manage culture and performance alignment. His work with organizations is distinguished by a focus on top performance priorities and the engagement of the organization in a clear culture and performance alignment journey to support those priorities. He is the co-author of *Build the Culture Advantage, Deliver Sustainable Performance with Clarity and Speed* which was endorsed by Marshall Goldsmith as the “go to resource to help drive a performance-based culture.” This leading-edge work on culture outlines a clear and customizable framework for aligning culture and performance.

Tim sees culture work becoming a clearly managed force positively affecting most individuals, teams, organizations, and even society. He formed CultureUniversity.com – a 100% educational site with the purpose of positively impacting society on a global scale through workplace culture awareness, education, and action. The global [faculty of culture experts](#) includes some of [the top workplace culture experts in history](#) – Edgar Schein, Dr. Larry Senn, Richard Barrett and others.

He lives north of Detroit with his wife and three children.

Spotlight

- ✓ 25 years of experience with a passionate focus on culture and performance as a senior executive and consultant
- ✓ Founder, The Culture Advantage and CultureUniversity.com. CultureU features a faculty of culture experts including some of the top workplace culture thought leaders in history.

- ✓ Culture best practices as a leader are featured in the best-seller *Leading Culture Change in Global Organizations*.
- ✓ Former President, consultant, and trainer with Denison Consulting
- ✓ Author of the 2014 book *Build the Culture Advantage, Deliver Sustainable Performance with Clarity & Speed*