



Kellee K. Sikes, President, P3 Strategies

formerly Pioneer Technologies Consulting

*Kellee K. Sikes develops strategies for businesses focused on elevating **profits** and **people** while diminishing their impact on the **planet** (**P3**) in the practice areas of strategic development, entrepreneur and executive advisement and expanding the conscious consumer marketplace.*

Kellee K. Sikes helps traditional organisations realise they can do good and do well. At the heart of her work, she develops strategies for businesses interested in elevating profits and people while minimising their impact on the planet. As head of [P3 Strategies](#) she introduces abundance economics, fair trade and striving-for-green methods for sustainable change. Through strategic business development, marketing, entrepreneurship and executive coaching she has expanded the conscious consumer marketplace by creating PR and communications programmes for technology firms reconsidering their value proposition, putting green retailers on the map and then online, and aligning a café with fair trade business principles. In 2006 she was named to a Planetwork panel of progressive thought-leaders focused on digital identity because of her breakthrough perspective and project management acumen.

Prior to founding the firm in 1999, Sikes served as a senior leader working with organisations in 28 countries across five continents, grounding her in an expanse of cultures and business-growth-practices. She returned to St. Louis determined to leverage the best of her experiences and work to transform the worst she had seen. “I want more for myself, for my work, for my consultants, for my clients, for humanity, and for the world.” Her real-world experience leads her to consult with cutting edge startups and Fortune 100 giants as well as governmental agencies around the world. Sikes' research and work has led her to investigate, test, and implement forms of responsible business that create lasting change.

Committed to share and exchange socially and environmentally responsible ideas, Sikes presents the models of fair trade, green sustainability, social and environmental responsibility, the conscious consumer, and social entrepreneurship in articles, at events and through her own [Progressionary.com](#) and *Fast Company* magazine's social responsibility blog. She co-writes the “Going Green” column for *The Vital Voice*, has given interviews for the *New York Times*, National Public Radio and Public Broadcast System, among others and is a regular speaker at Missouri Botanical Gardens, St. Louis University, International United Methodist Justice Conference, hundreds of civic organisations, places of worship and social justice groups. In 2007 she launched the Social Justice Speaker Series introducing the St. Louis community to leaders in social justice activism and entrepreneurship.

Her work has launched what has become the largest Fair Trade Market of its kind in the nation. Now in its seventh year, it continues to increase the savvy of consumers looking for goods that do not rely on sweatshops and environmentally-compromising practices. The market directly increases opportunities for Fair Trade, allowing producers to sidestep charity and provide for their families and communities through meaningful work. P3 is working with other activists in the creation of a Fair Trade Market field guide and DVD to encourage businesses, civic organisations, grassroots groups, and places of worship to start their own Fair Trade Market.