

Lee Benson

Serial entrepreneur, bestselling author, **venture investor**, and **creator of the MIND Methodology**.



Short Bio

Lee Benson is an entrepreneur with eight successful companies under his belt and multiple high value exits, including Able Aerospace's nine figure acquisition by *Textron Aviation*. Today, as the CEO of *Execute to Win* and *Dinner Table Family*, he challenges leaders, students, and families to rethink how they measure success and focus on value creation.

Long Bio

Lee Benson is an entrepreneur with eight successful companies under his belt and multiple high value exits, including Able Aerospace's nine figure acquisition by *Textron Aviation*. Today he challenges leaders, students, and families to rethink how they measure success and focus on value creation.

Lee Benson is a serial entrepreneur, venture investor, and two time bestselling author dedicated to helping leaders accelerate the value their organizations create.

Over the past three decades, Lee has founded eight companies with exits ranging from millions to well into nine figures. His most recognized company, Able Aerospace, grew from a three person operation in a 5,000 square foot facility into a global aerospace leader with more than 500 employees serving 2,000 customers across 60 countries before its acquisition by Textron Aviation in 2016.

Through building and scaling companies, Lee identified a universal challenge inside organizations. Even talented teams struggle to stay aligned around what matters most. To solve this, he developed the MIND Methodology, which stands for Most Important Number and Drivers. The framework helps organizations identify their most important result, align teams around the drivers that influence it, and consistently improve performance.

Lee is the founder and CEO of *Execute to Win*, where he works with executives and leadership teams across industries to implement the MIND Management System and build cultures centered on value creation. He is also the CEO of *Dinner Table Family*, a community of over 40,000 families raising kids who create value in the world.

He is the bestselling author of *Your Most Important Number and Value Creation Family*. His work challenges leaders to rethink how success is measured and emphasizes a simple belief that positive emotional energy is the X factor in leadership. Through his keynotes and leadership work, Lee equips leaders with practical tools to focus on what matters most, align their teams, and accelerate the value they create.

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