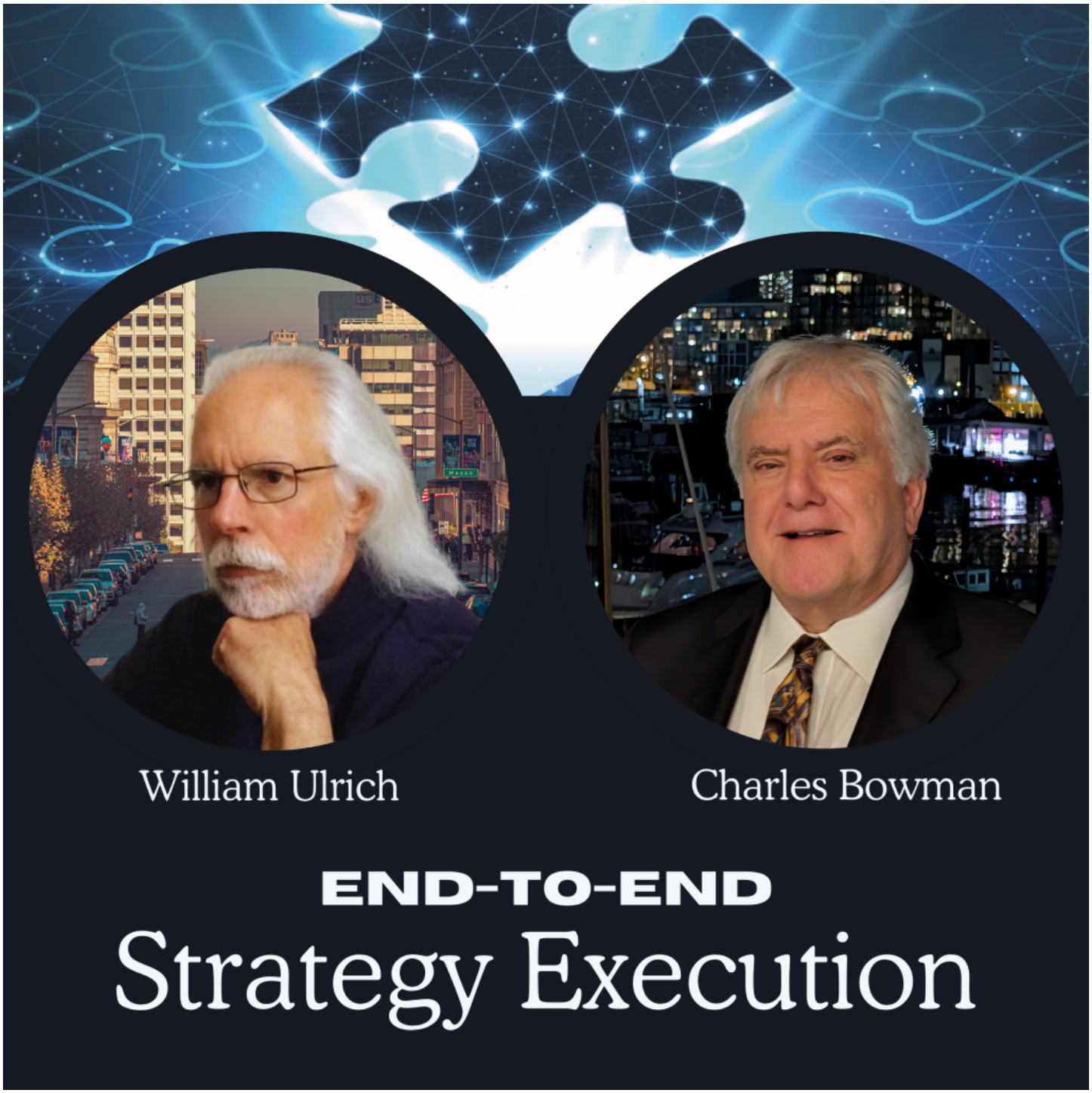
New End-to-End Strategy Execution podcast now available, featuring William Ulrich and Charles Bowman.



San Francisco, California Jan 21, 2026 (Issuewire.com) - On the heels of the release of their groundbreaking new book, End-to-End Strategy Execution: From Inception Through Solution Deployment, William M. Ulrich and Charles F. Bowman have launched a new podcast titled End-to-End Strategy Execution. While the book speaks for itself in terms of providing an integrated framework for organizations seeking to maximize their investments in strategy execution, the podcast features the

story behind the story. Episode one of the podcast drops on January 14, 2026, with weekly installments dropping on Wednesdays thereafter.

Join Mr. Ulrich and Mr. Bowman as they break down the history of the challenges that led to the writing of their new book and dive into important topics along the way. In addition to providing insights into the execution challenges facing organizations today, they detail the framework approach, highlight the dangers of pursuing high risk, siloed approaches to ecosystem-wide issues, and offer guidance for leadership facing methodology overload and one-size-fits-all solutions. Throughout the series, Mr. Ulrich and Mr. Bowman offer guidance to organizations seeking to reverse a long history of underperformance in strategy execution, initiative deployment, and investment maximization.

While the podcast leverages the book as a backdrop, Mr. Ulrich and Mr. Bowman will also feature guests who can share their experiences across the spectrum of strategy execution. Episode 2, for example, will feature Whynde Kuehn, transformation thought leader, author of Strategy to Reality, and coauthor of The Execution Challenge: Delivering Great Strategy at Scale. Future podcasts will bring in additional guests to share their insights into key aspects of strategy execution, which include setting and achieving a cognitive vision as a basis for maximizing the long-term value of AI investments.

About the Coauthors and Podcasters

William M. Ulrich is widely recognized as a leading global expert in business and IT transformation. He is the President of Tactical Strategy Group, co-founder of Business Architecture Associates, and co-founder of the Business Architecture Guild®, three organizations that have collectively shaped industry best practices on strategy execution and business transformation. With more than four decades of experience, Ulrich has

worked with corporations and government institutions that have relied on his ability to bridge business strategy with practical, executable results.

Charles F. Bowman, author of eight books, brings more than four decades of deep technical and architectural experience to the collaboration. As Managing Partner at Polygon Partners, LLC, he has led the design and development of large-scale software systems, advised leaders on long-term technology planning, and guided enterprise architecture efforts that shape organizational performance. Mr. Bowman is also a respected academic, having taught graduate and undergraduate students at multiple educational institutions.

According to Mr. Ulrich, “we feel that the book speaks for itself on a wide range of topics, but we want people to hear us discuss those topics in an accessible setting.” Mr. Bowman concurred, adding that “people can contact us to gain clarification, challenge our positions, or simply ask questions.”

Listeners can reach Mr. Ulrich and Mr. Bowman at ContactUs@StrategyExecutionPodcast.com. The podcast is available at VoiceAmericaMedia.com, on Apple Podcasts, Spotify, or wherever people get their podcasts. And be sure to pick up a copy of their new book, End-to-End Strategy Execution: From Inception Through Solution Deployment, from the Publisher, Amazon, or wherever you get your books.

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