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Reed is a Partner at the StrataFusion group. He brings years of experience partnering with technology and operational executives who must plan and manage technology investments in an increasingly heterogeneous and rapidly changing environment. He focuses on client challenges involving business transformation, business process improvement and technology enablement, enterprise-scale project management, financial management, accounting, reporting and compliance, IT governance and value management, and M&A. In addition to his consulting activities, he heads up StrataFusions market development activities.

EXPERIENCE

Reeds background includes over 20 years of Big-4 and global firm management consulting experience, corporate positions as CEO, CFO, and leadership roles in Sales, Marketing and Field Operations, and another 10 years as an executive consultant personally leading large projects entailing significant changes in business process, organizations and technology. He has been a Partner in Ernst & Youngs Management Consulting practice, a Managing Director at BearingPoint, and a Managing Partner at TatumCFO, the national CFO advisory and interim services firm. In these roles, he has worked directly with CEOs, COOs, CFOs, and CIOs of multi-billion dollar public and private companies, helping functional executives understand and make effective decisions on how to use technology to drive their business strategies, and helping technology executives understand and manage the business value and risk inherent in the initiatives that they lead. He also was a CPA in the State of California.

EDUCATION

Reed holds a SM in Management from the Sloan School at the Massachusetts Institute of Technology, and a BS in Business Administration from the University of California at Berkeley. He also has a CPA in the State of California.