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Reed is a seasoned organization design and change management practitioner with both corporate and consulting experience. Reed has worked with leaders in top organizations including GE, 3M, Rolls-Royce, Hertz, Cisco, Abbott Laboratories, General Mills, Syngenta, Tyco, and Honeywell to clarify strategy, align organization choices, and manage change. Reed's expertise lies in organization redesign and alignment, change readiness, and strategic planning. He has helped Fortune 100 organizations understand and make significant design changes across numerous industries by highlighting the linkages between the strategy, choices, and trade-offs needed. Prior to joining AlignOrg Solutions, Reed held significant internal management positions in both organization design and customer service operations for Humana, and Farmland Industries, Inc. Reed holds a Master's degree in Organizational Behavior.