

## Access to Experts



**Reed Deshler**  
Principal  
AlignOrg Solutions

As a frequent speaker of The Conference Board's conferences and webcasts, Reed Deshler specializes in developing strategic organization designs and helping companies bring them to fruition. As an organization consultant and principal of AlignOrg Solutions, Reed works with executive teams and human resource teams to define winning strategies, align their organization and business models for success, and mobilize employees and stakeholders in the desired direction. He's guided Fortune 500 companies, including Tyco, 3M, Abbott Laboratories, Hertz, Cummins, Cisco, and USAA as well as middle market businesses and nonprofits through change successfully and helped them solve complex organizational challenges.

Reed is coauthor of *Mastering the Cube: Overcoming Stumbling Blocks and Building an Organization that Works*, a guidebook that Clayton M. Christensen, professor at the Harvard Business School calls, "a great step-by-step manual on defining and changing the design of your company." This guide outlines AlignOrg Solutions' organization alignment process, which pinpoints the most common stumbling blocks to a company's success and methods for turning challenges into building blocks that align strategy with the reality of day-to-day operations.

Reed regularly presents at industry conferences where he shares insights on organization design and change management with diverse audiences, ranging from C-suite to HR executives. Reed writes and speaks frequently on issues related to organizational challenges, implementing business models for success, and ways to create buy-in among stakeholders to achieve true organization transformation.

Prior to AlignOrg Solutions, Reed held a variety of HR leadership and line leadership positions that cemented his understanding of the complex organizational challenges many companies face. He regularly writes and speaks on issues related to organization transformation and ways to implement and create buy-in among stakeholders for new business designs. Reed also participates in the Human Resource Policy.

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