

Access to Experts



James Haudan
Chief Executive Officer
Root Inc.

Mr. Haudan is a different kind of CEO, with a passion that goes beyond leading Root to success. For more than 20 years, he has been helping organizations unleash hidden potential by fully engaging their people to deliver on the strategies of the business. With his background as a coach, it's not a stretch that the company Mr. Haudan co-founded focuses on tapping employees' discretionary efforts – the kind that produces winning results. From its headquarters in Sylvania, Ohio, and Chicago location, Root partners with senior teams at major companies worldwide to build creative ways to execute strategy. The impact of Root's approach on so many people and organizations over two decades is captured in Mr. Haudan's national best-selling book, *The Art of Engagement: Bridging the Gap Between People and Possibilities* (McGraw-Hill, 2008). Mr. Haudan is a frequent speaker on leadership alignment, strategy execution, employee engagement, business transformation, change management, and accelerated learning.

Contact Carol Courter, Manager, Corporate Communications, +1 212 339 0232, courter@conferenceboard.org

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