

Doug Reed
STRATEGY EXECUTION CONSULTANT

Doug Reed is a former Environmental Services and A/E principal and professional engineer who climbed his way from the cubicle to the boardroom at some of the nation's most prestigious engineering firms. He now brings this energy to connect with and motivate his audience.

Over his 35 year career, Doug became adept at exciting and engaging staff to exceed their own expectations as the critical element of business success. He now brings this energy to connect with and motivate his audience.

As an industry insider, Doug observed that top level initiatives and guidance weren't always what they seemed. Doug watched too many firms:

- Fail to reach their financial goals
- Enter new markets only to see their plans backfire
- Bring in "rainmakers" and never get a trickle
- Start important initiatives that don't gain traction

With this insight, Doug set off to craft a solution that complimented, not worked against the natural instincts of engineers and scientists. He became educated in business methods, studied under some of the industry's top leaders and gained expertise in corporate governance.

Doug founded *FosterGrowth*, a management consultancy that guides and leads architectural, engineering and environmental professionals with strategy execution as the end game. Business learning is his foundation to smart strategies that generates an aligned and energized movement.

In his newly published book, ***Lead a Movement: An Insider's Guide to Powerful Strategy Execution***, Doug observes that the most common unresolved business failure is a good strategy that's never been properly executed. Doug describes how strategy execution can produce growth with certainty, not chance. Safe, yet robust growth along with enviable profitability that compromises neither vision nor integrity—and in fact enhances both.

Doug is a member of the American Council of Engineering Companies' Management Practices and Business Education Committees and ACECMA Leadership Education Committee. He is also a founding member of the exciting new organization, the Engineering Change Lab-USA, which provides the fragmented A/E/C industry with guidance on how best to survive the rapid change in technology, commerce and social conscious. He is also active in the Institute of Management Consultants and the Association of Strategic Planning.

Doug has his B.S. and M.S in Civil Engineering.

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A decade ago, Doug founded *FosterGrowth*, a management consultancy that guides and leads architectural, engineering and environmental professionals with strategy execution as the end game. Business learning is his foundation to smart strategies that generates an aligned and energized movement. His approach is applicable to all critical business elements whether it is sales, client relationships, project management, strategic planning, acquisitions or long term visioning.

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