

# Brainard

## STRATEGY

### Jeff Freedman



Jeff Freedman is a business focused organizational effectiveness practitioner who brings over 25 years of industry and consulting experience in small, mid-size, and Fortune 500 companies – including Bank of America and Walt Disney World.

Jeff works with corporations and high-growth companies. His expertise is helping senior leaders improve profitability, execute change, and develop top talent. He helps leaders get work done and improve the tangibles – revenue, margins, cost, quality, speed and risk.

His clients range from Senior Vice President (SVP) to Managers and Director level in Fortune 50 companies, and have included: SVP Transactions Services, Bank of America; CIO, Walt Disney World; Market Executive, The Private Bank; Director of HR, Amgen; SVP Quality & Regulatory, Cardinal Health.

Jeff's client engagements have included developing a multi-year business strategy and execution plan for a national operations group with thousands of associates in multiple sites, to assisting a CIO re-brand a mission-critical IT division, as well partnering with an executive team to drive sustainable culture change. Jeff has also managed talent planning and succession planning processes with hundreds of managers, and executed high-impact leadership development strategies.

Representative industries: technology, financial services, and medical devices. Consulting Specialties:

- Business Transformation
- Implementing Change
- Talent & Succession Management
- Leadership Development

Recent keynotes include: Medical Device & Manufacturing (Los Angeles), McKinsey-Global Concepts Receivables Strategy Forum (Atlanta), SHRM San Diego, UCSD Rady School of Management, NHRA Los Angeles, NCPA HR Roundtable, and TAWPI National EXPO (Chicago). Published articles in: TODAY Journal of Work Process Improvement, and the San Diego Business Journal.

Jeff is relentless in his commitment to one thing: you and your organization's success. He is effective at partnering with those he works with to quickly frame key issues and help make the abstract more understandable and actionable. His solutions address critical business issues and yield long-term results. Jeff provides an integrated perspective which stems from his assignments in organization development, leadership development, and human resources, as well as sales, marketing, and engineering.

Jeff earned an M.S. in Organization Development (MSOD) from the Pepperdine Graziadio School of Business and Management, and a B.S. in Mechanical Engineering (BSME) from the University of California at Santa Barbara. He has earned Six Sigma Quality Fundamentals certification, and as an Advanced Toastmaster in public speaking. Jeff served on the board of OD Network San Diego, CA.