



Marshall Reed  
Founder, Reed Strategies

As a global strategy and marketing leader focused on analyzing market trends, developing strategic plans, and launching unique solutions to drive new business, Marshall recently founded Reed Strategies, a management consulting business. Reed Strategies' mission is to collaborate with corporations, small businesses, and not-for-profit organizations to provide trusted insights to lead in our diverse &

changing world. Reed Strategies' services include market research and analysis, strategy assessment and refinement, message creation and testing, and speech development and keynote preparation. Through launching his new business, Marshall will also provide quarterly Market Research Insights reports on key industry topics (including the Future of Work).

Throughout Marshall's career, he has built global marketing teams and trusted executive relationships to successfully lead business unit strategic plans and projects, manage cross function integrated marketing campaigns including strategic messaging to launch new solutions, and develop early adopter customer stories to enhance brand positioning. Examples of high profile projects that Marshall spearheaded include:

- CSC MyWorkStyle launch (CSC's first as-a-service user productivity suite focusing on workstyles)
- CSC Global Infrastructure Services Strategic Plan
- Avaya Next Gen Contact Center launch (Nortel Enterprise M&A to redefine customer service)
- Avaya Communications Enabled Business Processes (CEBP) launch to enter new market category

He has also managed customer advisory boards for Avaya and CSC in the US and UK. The boards were invaluable in building strategic relationships and gaining feedback to refine strategies and messaging.

His experience crosses several industries including IT Services with CSC, Communications with Avaya (formerly Lucent), Healthcare with Blue Cross Blue Shield of Massachusetts, Defense with Raytheon, and not-for-profits with Acton Boxborough United Way. Marshall is also a member of the Information Technology Services Marketing Association (ITSMA).

Marshall earned a Bachelor of Science Degree in Engineering from Tulane University and an MBA from Babson College, focusing on Entrepreneurship. He lives in Massachusetts with his wife, 2 children and dog Daisy. He enjoys playing tennis, vacations on the ocean, and relaxing in front of a fire.