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SUMMARY

Dr. Reed is a university professor, management consultant, and prior corporate executive. His primary field is strategic management in which he teaches, conducts research, and consults on business strategies leading to sustainable competitive advantage. His secondary fields are leadership, entrepreneurship, and project management. He is a productive scholar with frequent academic journal publications. He provides management consulting and training to local businesses through Strategy First LLC. Previously, he held corporate leadership roles in the aerospace and defense industry.

EXPERIENCE

Assistant Professor of Management, Berry College (2024-present)

Teaches undergraduate and graduate courses in strategy and management in the Campbell School of Business. Conducts research on new management theories and constructs. Actively engages in service to the college and local business community.

- Current courses: Principles of Management (MGT 301), International Business (BUS 410), Strategic Management (BUS 499), Strategy of World-Class Organizations (BUS 685).
- Research interests: Strategic agility, strategic alignment, environmental turbulence.
- Service: Graduate assessment and policy committee, Rome Floyd Chamber of Commerce, editorial board for *Journal of Strategy and Management* and *Global Journal of Entrepreneurship*, peer reviewer for several other journals.

Visiting Assistant Professor, Florida Institute of Technology (2020-2024)

Taught strategy and management courses in the Nathan M. Bisk College of Business. Courses included: Management Principles (BUS 3501), Business Strategy and Policy (BUS 4702), Strategic Management (BUS 5480), Negotiation and Conflict Resolution (BUS 5457), Strategic Project Management (BUS 5661), Cases in Applied Project Management (BUS 5668). Member of the curriculum committee and the accreditation committee.

President, Strategy First LLC (2017-present)

Founder of a small management consulting firm serving small-to-medium size businesses in Florida and Georgia. Services include strategic planning, leadership development, business development, project management, and M&A. Instructor for Project Management Institute (PMI) certification training: Project Management Professional (PMP), Risk Management Professional (PMI-RMP), and Project Change Management (PCM).

Vice President of Strategy & Business Development, Harris Corporation (2013-2017)

Growth leader for Government Communications Systems Division (\$2B). Responsible for strategic planning, marketing, sales, business development, and M&A. Supervised 140 strategy and business development professionals. Appointed to board of directors for Harris-Atlas Systems joint venture in Abu Dhabi, UAE. Led acquisition and integration of Exelis Inc. in 2015 (\$4.7B). Harris Corporation became L3Harris Technologies in 2019.

Director, Vice President of Program Management, Harris Corporation (2000–2013)

P&L leader for several business units over time providing ground, airborne, and space-based systems and services to the government sector (\$50-150M). Market segments included U.S. Air Force, U.S. Army, Missile Defense Agency, Federal Aviation Administration, and Intelligence Community.

Engineer, Engineering Manager, Engineering Director, Harris Corporation (1985–2000)

Multiple engineering and management positions with increasing scope and responsibility in software, hardware, and systems engineering. Supervised 300 employees as engineering director.

EDUCATION

Doctor of Business Administration, Florida Institute of Technology, 2020, GPA 4.0, Delta Mu Delta honor society. Dissertation: *The Effects of Firm Age and Firm Size on Strategic Agility and Performance*.

Leadership Directions Program, University of Virginia, Darden School of Business, 2008.

Advanced Management Skills Program, The Mahler Company, 2005.

Master of Science, Computer and Information Sciences, University of Florida, 1988, GPA 4.0, Phi Kappa Phi honor society. Thesis: *A Deterministic Conceptual Analyzer with Lookbehind*.

Bachelor of Science, Computer Science, College of William and Mary, 1984, GPA 3.87, Phi Beta Kappa honor society.

Project Management Professional (PMP) Certification, Project Management Institute, 2017.

Risk Management Professional (PMI-RMP) Certification, Project Management Institute, 2020.

AFFILIATIONS

Professional Memberships: Academy of Management (AOM), Strategic Management Society (SMS), Southern Management Association (SMA), Institute of Global Business Research (IGBR), Project Management Institute (PMI), Armed Forces Communications and Electronics Association (AFCEA), National Space Club and Foundation (NSCF).

Community Involvement: Rome Floyd Chamber (member), Groundswell Startups (sponsor and mentor), The Children’s Hunger Project (past board chair).

PEER REVIEWED JOURNAL ARTICLES

Reed, J. H. (2023). Linear methods for estimating schedule time earned: Theory and application. *Journal of Management in Engineering*, 40(1), 04023054, 1-12.
<https://doi.org/10.1061/JMENEA.MEENG-5618>

Reed, J. H. (2023). Modeling and measuring strategic alignment. *Journal of Strategy and Management*, ahead of print. <https://doi.org/10.1108/JSMA-11-2022-0212>

- Reed, J. H. (2022). Operational and strategic change during temporary turbulence: Evidence from the COVID-19 pandemic. *Operations Management Research*, 15, 589-608. <https://doi.org/10.1007/s12063-021-00239-3>
- Reed, J. H. (2021). Leveraging strategic agility in the pandemic environment. *Global Journal of Entrepreneurship*, 6(1), 22-35.
- Reed, J. (2021). Strategic agility in the SME: Use it before you lose it. *Journal of Small Business Strategy*, 31(3), 33-46.
- Reed, J. H. (2020). Strategic agility and the effects of firm age and environmental turbulence. *Journal of Strategy and Management*, 14(2), 129-149. <https://doi.org/10.1108/JSMA-07-2020-0178>

MANUSCRIPTS IN DEVELOPMENT

- Reed, J. H. (TBD). Duration matters: The interaction between degree and duration of environmental turbulence. Data collection and analysis complete, manuscript in development.
- Reed, J. H. (TBD). The environmental turbulence nomological network and scale: A linguistic approach. Theoretical background and methodology in development.

CONFERENCE PAPERS

- Reed, J. H. (2023). Resource-product-market models: A new framework for strategic analysis. Institute for Global Business Research (IGBR) International Conference Proceedings, 7(1), 86-91. April 2023. New Orleans, LA.
- Reed, J. H. (1989). Compiling phrase structure grammar rules into register vector grammar. Proceedings of the AI Systems in Government Conference, IEEE Cat. No. 89CH2715-1, 244-249. March 1989. Washington, D.C.
- Reed, J. H. (1987). Efficient context-free parsing algorithm based on register vector grammars. Third Annual Expert Systems in Government Conference Proceedings, ISBN 0818608099, 34-40. October 1987. Washington, D. C.

NEWS ARTICLES

- Reed, J. H. (2023). Researchers at Florida Tech Nathan M. Bisk College of Business develop a new strategy framework. *Brevard Business News*, 41(28), 7.
- Reed, J. H. (2022). Lessons from the business impact and response to COVID-19. *Brevard Business News*, 40(3), 4.
- Reed, J. (2020). Small businesses benefit from winds of change. *Brevard Business News*, 38(48), 18.

PANELS

Steering our growth. (2023). Melbourne Regional Chamber of Commerce Community Leadership Retreat. Jupiter, FL.

Charting our quality of life. (2023). Melbourne Regional Chamber of Commerce Community Leadership Retreat. Jupiter, FL.

Innovation on the Space Coast. (2022). Melbourne Regional Chamber of Commerce Community Leadership Retreat. Jupiter, FL.

Secrets of the entrepreneurs. (2022). Melbourne Regional Chamber of Commerce Community Leadership Retreat. Jupiter, FL.

Building a stronger community. (2021). Melbourne Regional Chamber of Commerce Community Leadership Retreat. Jupiter, FL.

Optimizing operations and sustainment. (2015). Air Force Association (AFA) Executive Forum. Los Angeles, CA.

INVITED PRESENTATIONS

Looking back at being a future business leader. (2023). FIT Future Business Leaders of America (FBLA).

What the heck did they do to the PMBOK? (2022). Space Coast Chapter of the Project Management Institute (PMI).

Small business strategies for top-line growth. (2021). Small Business Council of the Melbourne Regional Chamber of Commerce.

Business impact and response to COVID-19. (2021). FIT Lifelong Scholars series.

Business impact and response to COVID-19: The role of project management. (2021). Space Coast Chapter of the Project Management Institute (PMI).

Doing research. (2020). FIT DBA program orientation.

Taking the mystery out of earned value management. (2020). Space Coast Chapter of the Project Management Institute (PMI).

The strategic planning toolbox. (2020). Space Coast Chapter of the Project Management Institute (PMI).

Strategic planning, business development, and pipeline management. (2019). Florida 8a Alliance Conference, Orlando, FL.

Business models for startups. (2019). Groundswell Startups.

Business startup workshop. (2019). Small Business Development Center (SBDC) at Eastern Florida State College (EFSC).

Federal sales and business development process. (2019). Congressman Bill Posey's Federal Contracting Conference.

Putting strategy to work in your business. (2018). Groundswell Startups.

Business strategy top 10. (2017). Brevard County Chapter of the Florida Institute of Certified Public Accountants (FICPA).

CONSULTING

Alluvionic Inc. (2017 – 2023). Strategic planning, project management, business development, curriculum development.

Above Group Inc. (2021-2023). Leadership development, project management.

Melbourne Regional Chamber of Commerce. (2021 – 2023). Strategic planning, community leadership retreat.

Summation Research Inc. (2021-2023). Strategic planning, talent acquisition.

Irwin Technologies Inc. (2017-2023). Strategic planning, business development.

Brevard Indian River Lagoon Coalition. (2023). Strategic planning.

Novel Engineering Inc. (2017-2022). Strategic planning, business development.

Leonardo DRS. (2021). Strategic planning for IT function.

Southeast Petro Distributors, Inc. (2020). Mission, vision, and values.

JW Machine. (2019-2020). Strategic planning.

Excelitas Technologies Corp. (2019). Mergers and acquisitions.

Aging Matters in Brevard. (2018-2019). Strategic planning.

Primate Technologies Inc. (2018-2019). Strategic planning, business development.

AccuTech Construction Inc. (2017-2019). Business development.