

Brad Federman

"Change-Agent, client-centered, powerful ability to execute, and an effective coach"-these are some of the words used to describe Brad Federman.

Brad Federman considers people far more flexible and change resilient than they and their organizations believe. There is a process for creating and sustaining real change and results. He works to create a readiness to change using specific and appropriate strategies at pivotal moments.

Brad Federman is founder of Performancepoint LLC, an organization dedicated to accelerated personal and organizational growth. Prior to founding his own firm, Brad was a Partner in Performance Connections, a leading performance enhancement company best known for its work in turning mission critical initiatives into results, employee and customer retention, and performing under pressure. Prior to joining Performance Connections, Brad Federman was the Executive Vice President of BT.Novations, a management training and consulting firm that focused on leadership, development, selection and retention issues for Fortune 1000 companies.

Brad Federman has over 15 years of experience in the performance improvement industry as a professional, leader, executive and coach. Federman's background comprises extensive experience with various aspects of Human Resources including compensation, recruiting, change management, and instructional design. Brad has held previous positions with Accenture, Norrell Services, and Humana Inc. He holds a B.A. in Communications from the University of Maryland and a M.Ed. in Human Resource Development from Vanderbilt University.

Brad has worked with organizations, and their leaders, from all industries including FedEx, Kaiser Permanente, Mayo Clinic, Blue Cross Blue Shield, IKON Office Solutions, American International Group, Warner-Lambert, Educational Testing Service, Circuit City, Deloitte and Touche, Hewitt and Associates, Gillette, Polo Ralph Lauren Corporation, Wal-Mart Stores, Inc., PNC Financial Services, U.S Surgical Corporation, AT&T Wireless, Dow Chemical Company, Cricket Communications, Nextel, Entergy, Genentech, Amgen, WellPoint Health Networks, Tyson Chicken, Subaru of America, EDS, New York Life, Goldman Sachs, Buckeye Technologies Inc., Internal Revenue Service and AARP.

A speaker at various conferences and business meetings, Brad has been interviewed for articles in numerous publications including Fortune Small Business, Los Angeles Times and HR Magazine.

As well as being an active member in several industry groups, Brad enjoys serving on the Board of Directors for Theatre Memphis.