

Russ Reeder

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ABOUT

Russ Reeder is Founder and CEO of KeyDelta, where he works with CEOs and PE-backed leadership teams to close the gap between strategy and execution. Over 30 years he has served as CEO, President, or advisor at nine PE-backed companies across six continents -- including GoDaddy, Media Temple, OVHcloud, Netrix Global, and XTium. He founded Rightsline, a rights and royalties platform now powering Disney+, Hulu, and other leading media platforms. Russ is a Forbes Technology Council member, Harvard Business School Executive Education graduate, and has appeared on Fox News, CNBC, and MSNBC. He created the VOOCs execution framework used by leadership teams across PE-backed organizations.

30+

YEARS

9

PE-BACKED COS

6

CONTINENTS

32+

FORBES ARTICLES

FLAGSHIP SPEAKING TOPICS

AI / Business

Why Your AI Strategy Is Failing

Most companies skip the hard work of fixing core operations before implementing AI. This talk breaks down why AI pilots stall, how to prioritize where AI creates real value, and the execution discipline that separates ROI from wasted budget.

Leadership

Your Best People Are Your Biggest Risk

When organizations depend on star performers instead of systems, they break. This talk introduces the VOOCs diagnostic: 'If this person quit tomorrow, would the system still work?' -- and the framework for building structure that lets talent scale.

Strategy

The Execution Gap Nobody Talks About

Strategy isn't the problem. Closure is. A practical operating system for turning vision into outcomes, with real examples from nine PE-backed companies where execution discipline was the difference between growth and failure.

PE / Growth

What Breaks When You Scale

M&A integration, culture shifts, and the 100 days that make or break a PE-backed company. Lessons from nine portfolio companies across six continents -- what went right, what went wrong, and the patterns that repeat every time.

FORMATS

Keynote

30-60 min

Workshop

Half / Full day

Panel / Fireside

30-45 min

Podcast / Media

Flexible

NOTABLE VENUES & MEDIA

- Harvard Business School President's Program
- JMU Commencement Address
- XTium Edge Conference
- MSP Summit
- Fox News -- Guest Expert
- CNBC -- Guest Expert
- MSNBC -- Guest Expert
- Forbes Technology Council -- 32+ Articles

Define it. Measure it. Own it. Close it. Scale it.

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