

Russ / Reeder

KEYNOTE SPEAKER · OPERATOR · ADVISOR · AUTHOR



Heroes don't scale. Systems do.

Russ Reeder, author of Heroes Don't Scale, coming later this year.

Thirty years scaling nine PE-backed technology companies across six continents, including Oracle, RightWorks, GoDaddy, OVHcloud, Netrix Global, and XTIUM. Founder of Rightsline (acquired 2006), now powering Disney+, Hulu, and other leading media platforms. Creator of the VOOCs execution framework and the HEAR leadership philosophy. Forbes Technology Council member with 33+ published essays.

30+ YEARS · 9 PE-BACKED COMPANIES · 6 EXITS LED OR SUPPORTED · 33+ FORBES ESSAYS

BASED IN THE WASHINGTON, DC AREA · TRAVELS WORLDWIDE

Signature talks

Why your AI strategy is failing

Enterprise AI adoption that delivers ROI. Operations first, AI second.

The execution gap nobody talks about

Strategy isn't the problem. Closure is. The VOOCs operating system.

Your best people are your biggest risk

The thesis of Heroes Don't Scale, live. Turning heroes into systems.

What breaks when you scale

100 days that make or break a PE-backed company. Lessons from nine.

Preparing for sale

Companies are bought, not sold. Differentiated value before you try to exit.

Be a wartime CEO

Hard calls with clarity and empathy when the stakes are existential.

Formats

KEYNOTE · BOOK-LAUNCH KEYNOTE + SIGNING · WORKSHOP · OFFSITE · PANEL · MEDIA

Contact

Heroes Don't Scale launch list, substack.com/@russreeder

Book a talk or launch event, keydelta.com/contact

More, russreeder.com/speaking