

BRAD HAUDAN

President

Brad leads Root's competency center, which focuses on large-scale change initiatives, and he also oversees Root's account management team focused on client delivery and account growth. He helps C-suite executives align on and deploy their corporate strategy via a facilitated 8-step process and Root's core competencies.

Brad has developed deep industry expertise in the homebuilding and building materials industry, with a recent focus on healthcare providers and life sciences. Some of his long-standing clients include: Masco, Life Technologies, PPG, PulteGroup, and Convergys.

His core competency is working with senior teams to develop shared meaning for the corporate strategy and the leadership behaviors required to enhance execution. Because effective strategy execution sits with those outside the executive boardroom, he also works with the senior team to develop an activation plan to achieve desired financial results. Some of his recent work includes helping develop and execute post-merger integration strategies and improving front-line engagement and productivity.

Brad joined Root in 2004 after working as an equity analyst. He earned his undergraduate degree from the University of Michigan in organizational studies and English while participating in intercollegiate athletics as a four-year letter-winner on the track team. He completed his MBA at the University of Michigan's Ross School of Business in 2010.

Brad resides in Ann Arbor, Michigan, with his wife, Jenny, and children, Gabrielle, Nicholas and Ali.



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