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**Brad
Federman, COO**
F&H Solutions Group

Generations at **Work**
and **Ageism**





Brad FEDERMAN

BRAD FEDERMAN, COO of F&H Solutions Group

Brad Federman serves as the Chief Operating Officer for F&H Solutions Group, a Leadership and HR consulting firm that delivers customized solutions aligned with clients' organizational mission, structure, and vision. F & H Solutions Group has offices in Memphis, Atlanta and the DC metro area and serves the US and countries abroad. Starting out, Brad worked at Accenture in Washington, DC. Following that, he held Human Resource and leadership positions at Norrell Services, Humana, and the Novations Group. After years of corporate and field leadership experience, he was confident he had the expertise to deliver unique and powerful solutions through consulting and training. Brad's overarching goal was to help organizations incite meaningful and lasting change.

In 2003, Brad founded PerformancePoint, LLC. where he was heavily involved in executive coaching and increasing employee and customer engagement while serving as president. PerformancePoint had clients from distinguished organizations such as Nordstrom, FedEx, Mayo Clinic, and St. Jude Children's Research Hospital. In addition to the American market, Brad was able to expand his services globally to organizations in Asia, Europe, and the Middle East.

In 2013, Brad made the decision to merge PerformancePoint, LLC. with F&H Solutions Group in order to offer clients a stronger portfolio of services and products. With his leadership, the firm has been able to expand its capabilities by broadening its talent development offerings both on-line and train-the-trainer and adding one of the most robust survey systems available. While providing guidance and direction for the consultants in the firm, Federman remains active in developing and maintaining collaborative relationships with the organizations that F&H Solutions Group serves in order to deliver an effective and definitive product.

Brad has a strong vision for the culture he intends to cultivate at F&H Solutions Group—namely, one of openness and collaboration.

At F&H, he is building a sustainable environment that creates a healthy organization utilizing inclusion and fun with a focus on client service. The strength of the firm is its consultants, who specialize in a variety of human resources and leadership-related areas, including executive coaching, culture building, employee development, labor relations, compensation, and talent management. If a client has an issue, Federman asserts that his team can identify, strategize, and execute a first-rate solution to fit the client's needs. F&H Solutions Group's mission statement, "Strengthening Brands Through Culture, Leadership, & People," is the culmination of Brad's career experiences and what he endeavors to do for his clients. According to Federman, his ideal clients are organizations that believe their people are real assets and see them as part of their strategy for success. They want to offer better service, quality, and consistency and desire to be more efficient, not just reduce costs.

Federman earned his Bachelor of Arts degree in Communications from The University of Maryland, later obtaining a Master of Education degree in Human Resource Development from Vanderbilt University. In 2009, he authored *Employee Engagement: A Roadmap for Creating Profits, Optimizing Performance, and Increasing Loyalty*. He also authored *Jump Start: 50 Ways to Engage Your Team* and is a contributing author to *101 Ways to Enhance Your Career*. In 2017, he was selected to become a member of the Forbes Coaches Council, the foremost invitation-only community for business, leadership, executive, and career coaches. Brad has spoken at international conferences, including the American Society for Training and Development (ASTD), appeared on the television news show "Stossel – No Offense" and has been quoted in publications such as *Fortune Small Business*, *Forbes, Inc.*, *Success*, *HR Magazine*, and the *Los Angeles Times*. Federman lives in Memphis, TN with his wife Hollie and two sons, Aris and Elijah. ■