

JAMES F. REDA
FOUNDER & MANAGING DIRECTOR

EXPERIENCE

James F. Reda, Founder/Managing Director of James F. Reda & Associates, LLC, has served for almost 20 years as an advisor to the top management and boards of major corporations here and abroad in matters of executive compensation, performance, organization, and corporate governance.

Jim plays an integral role in the field of executive compensation and the definition of the role of the compensation committee. As a recognized authority on corporate governance, he also is typically retained by compensation committees as an outside independent advisor on matters of executive compensation, particularly those of the Chief Executive Officer.

Prior to forming his own firm, Jim worked at three major executive compensation consulting firms. He began his executive compensation consulting career in 1987 for a boutique compensation consulting firm where he worked nine years. He has worked with three large, world-wide benefits consulting firms in the area of executive compensation.

PROFESSIONAL ACTIVITIES

Jim is a member of the Society of Corporate Governance Professionals, WorldatWork, The National Association of Stock Plan Professionals (NASPP), National Association of Corporate Directors (NACD), and the New York Society of Security Analysts for which he serves on the Corporate Governance and Shareholders Rights Committee. Previously, he served as Chair of the Atlanta Chapter of NACD. He is a commissioner member of the December 2003 Blue Ribbon Commission report entitled "Executive Compensation and the Role of the Compensation Committee" and is a member of the Executive Compensation Task Force created by the NASPP.

Jim writes numerous articles on executive compensation, stock award programs, new economy compensation, merger & acquisition issues, and compensation committees in publications such as *The Corporate Board*, *Directorship*, *Directors & Boards*, *Journal of Deferred Compensation*, *ACA Journal*, *Director's Monthly*, *Journal of Taxation of Employee Benefits*, and *Journal of Compensation & Benefits*. He published two books on executive compensation entitled, *Pay to Win: How America's Successful Companies Pay Their Executives* (Harcourt 2000), and *The Compensation Committee Handbook* (John Wiley, 2001, 2004, and 2007), which was recently released as a third edition.

EDUCATION

Jim earned a B.S. in Industrial Engineering at Columbia University, and a S.M. in Management, Massachusetts Institute of Technology, Sloan School of Management.