

## Anthony R. Reed, CPA, PMP Biography

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Anthony Reed, CPA, PMP is an author, business professional, and consultant with over twenty-five years in IT project management and executive positions. He's led multi-million dollar, international IT projects and departments for Fortune 500 and international companies. This includes entities, such as Texas Instruments, PepsiCo/Frito-Lay, Accor North America/Motel 6, Federal Reserve Bank of Dallas, and Siemens. His latest book is [Running to Leadership: What Finishing 100+ Marathons On All Seven Continents Teaches Us About Success](#).

While an executive, he's completed over one hundred 26.2-mile marathons on all seven continents, including Antarctica. Fewer than 225 people in the world were in this unique Seven Continents Marathon Club. He's won age group and weight division trophies along the way. Subsequently, his journeys were chronicled in his book, [Running Shoes Are Cheaper Than Insulin: Marathon Adventures On All Seven Continents](#). He's also a triathlete and completed 100K and 100-mile bicycling races.

His professional accomplishments and athletic exploits have been featured on TV and radio programs and in major newspapers and publications around the world. This includes the *PMI Today*, the *Journal of Accountancy*, *Dallas Morning News*, *Runner's World*, *Southern Living*, *Go*, *Ebony*, and *Runner-Triathlete News*.

He has spoken at national and international project management, accounting, IT, and software quality assurance conferences. He has five books and over fifty articles published. The articles have appeared in *ComputerWorld*, *Datamation*, *Career Focus*, and *Runner's World* magazines. His book, entitled [Finding the I in TEAM: Better Team Building Through Individual Building](#), focuses on building stronger team members.

His two graduate degrees are in management and accounting. His undergraduate degrees are in management and mathematics. He's a Certified Public Accountant (CPA), Project Management Professional (PMP), and certified Supply Chain Manager. He taught collegiate project management, systems analysis, database design, accounting, and management courses. His consulting firm ([www.Reed-CPA.com](http://www.Reed-CPA.com)) is a Project Management Institute (PMI) Registered Education Provider.

He served on the Board of Directors for the Oracle Applications Users Group, software firms, and various local and international not-for-profit organizations. He's currently on the board for the Dallas White Rock Marathon.

He resides in Dallas with his wife, Deborah, a triathlete and author.

### Media Comments

"Reed embodies the type of enthusiasm for life and the zest for a good run that might push Lance Armstrong into cycling another 100 miles for the fear of looking lazy." - ***Ft. Worth Star-Telegram***.

"Anthony Reed hasn't stopped running since. He ran while earning his MBA, master's of accounting, and CPA certification. And he kept going while working as an Information Technology Director at Texas Instruments, heading up his own consulting business, and teaching college accounting courses." - ***Runner's World*** magazine.

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“Running has transformed Anthony Reed’s life. He simply set goals and set about accomplishing them.” - ***Dallas Morning News***.

“Through the years, Reed has found that many lessons learned along the race course don’t differ much from corporate America’s hills and valleys.” - ***National BMBA Magazine***.

“Reed fits the profile—some would say stereotype—of a distance runner. He’s an over achiever at work and play. He has earned four degrees, is a CPA, and a certified Project Management Professional.” - ***St. Louis Post-Dispatch***.

“How far can one man run? If Anthony Reed is the man, all over the world is the answer. He has run across a glacier in Antarctica and along the Great Wall of China.” - ***Southern Living*** magazine.

“Reed manages the risks of business and sport with determination and a commitment to life long learning...Risk management is a concept Reed applies to very different areas of his life. He said the process is similar for a marathoner and businessperson.” - ***University of Texas at Dallas’ Mercury***.

“You might have trouble convincing anyone that endurance running is a dangerous sport—unless you’re Anthony Reed, a marathon runner has tackled the 26.2-mile race on all seven continents.” - ***Webster World*** magazine.