

MEDIA KIT

2025

Keenan Reid is a consulting firm built for high-stakes execution.

We partner with business leaders who need more than advice—they need a trusted operator who can step in, align teams, and get results fast. Our team blends top-tier consulting experience with real-world operational leadership to solve critical problems and accelerate impact.

OUR APPROACH

Practical Problem Solving

We bring structure to ambiguity—quickly diagnosing root issues and developing actionable solutions that deliver measurable results.

Flexible by Design

No bloated teams or rigid scopes. We adapt to your needs—whether that's a quick project, a longer-term initiative, or an embedded interim leader.

Proven Talent

We are a team of experienced consultants and operators with a history of driving outcomes. We staff for fit, not availability—bringing in experts who know how to tackle the problem and deliver results.

OUR WORK

CONSULTING

Monetization, transformation, and strategy support from experienced operators who lead through execution.

PUBLIC SECTOR

Strategic support for government and mission-driven teams navigating change, improving delivery, and driving results.

RAPID VALUE SOLUTIONS

Packaged offerings that unlock margin, accelerate teams, and improve financial performance—fast.

LEADERS

Embedded fractional and interim executives who stabilize, drive, and deliver when internal capacity isn't enough.

We've partnered with enterprise leaders, PE-backed firms, and public sector organizations across industries including software, manufacturing, healthcare, and education.



CLIENT IMPACT (Select Highlights)

Unlocked \$200M in incremental margin through pricing strategy.

Rescued a \$150M channel program in under 90 days.

Stabilized a \$600M manufacturer post-merger as interim CFO.

OUR STORY

Keenan Reid was founded in 2014 with a simple insight: when the stakes are high, companies don't need more analysis—they need clarity, capability, and real momentum.

We turn strategic insight into action. By applying proven frameworks and deploying top-tier consultants, we help organizations navigate disruption, align around what matters, and accelerate execution.

Since our founding, we've delivered over 100 high-impact engagements for enterprise tech, public institutions, and PE-backed firms—from North Star strategy to go-to-market execution. Keenan Reid was built for the problems that can't wait—and the leaders ready to solve them.



Lauren Wambold Patel is the Founder and CEO of Keenan Reid, a boutique firm helping leaders tackle complex growth, optimization, and transformation challenges.

A former BCG Project Leader and Dell executive, Lauren has advised Fortune 100 companies for over two decades. She draws from experience leading high-impact strategy, operations, and business model shifts—paired with a sharp eye for execution. Lauren holds an MBA from UT Austin and a B.S. in Evolutionary Biology from Georgetown University.

PRESS & MEDIA

Lauren's expertise is grounded in over 20 years of practical consulting and operating experience. Her topics span strategy, leadership, and the future of work—designed for enterprise leaders, independent consultants, and founders.

APPEARANCES & MEDIA

- Fast Company
- Forbes
- Executive Connect Podcast
- People Leaders Podcast

THE 2x2


The2x2 is Keenan Reid's platform for independent consultants and strategy leaders.

What started as a passion project has grown into a go-to resource for fractional executives and consulting professionals—offering real-world insights, behind-the-scenes strategies, and conversations with practitioners.

The 2x2 delivers the latest thinking from the field to keep you moving up and to the right.

Get In touch

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