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OCTOBER 12, 2022
CHARLOTTE, NC

Reginald Bean

Managing Director, White Label Management Group
Senior Principal, Yardstick Management
Yardstick Management



Reginald Bean, known as an inspirational leader and effective storyteller who inspires action as a respected voice within the professional and philanthropic communities, is an HR executive with over 20 years of experience in operations, finance, and human capital management. Having worked in government, consumer health, and consumer goods, Reginald's career reflects his global, cross-functional perspective in key strategy, business, and talent areas.

Reginald serves as Managing Director for White Label Management Group, a full-service staffing and consulting firm headquartered in Charlotte NC with a mission to connect nontraditional talent, specifically, second chance employment, veterans, non-college-bound high school seniors, and individuals with disabilities, with employment opportunities that improve economic mobility throughout Charlotte NC, Atlanta GA, Detroit MI, Orlando, and Tampa FL. Additional work includes his role as Principal Consultant with Yardstick Management, America's Leading Black-Owned Management Consulting Firm, where Reginald provides strategic comprehensive solutions to mission-driven global organizations from conception to realization. Prior to joining Yardstick Management, Reginald served as Vice President of Culture, Engagement, and Operations for Coca-Cola Consolidated, the largest independent bottler in the US with \$4.8B in annual revenue where he led efforts to build a value-based, purpose-driven culture for its 17,000 employees across 14 states including the District of Columbia. Earlier in his career, Reginald led several nationwide change management and process improvement projects incorporating Six Sigma techniques to the commercial segmentation process along with new product launches.

Prior to joining corporate America, Reginald held several strategic leadership roles during domestic and international assignments spanning his seven-year military career in the United States Army. Reginald holds an MBA in Leadership from the McColl School of Business at Queens University of Charlotte. He is also an award-winning author of UNFINISHED-40 Lessons on Purpose, Self and Becoming a Man and A Year and Some Change-Revealing Your Full Potential through Purpose and Perspective; where he's motivated to inspire emerging adults, particularly young men of color, to discover their purpose while positively impacting their families and communities.