



The Brad Federman Story

Brad Federman, CEO and President of Performance Point, has a mission statement for his life: “to help me and those around me grow.” From his earliest days it seems that he was, in a way, set apart to do just that. He has held various leadership positions in some of the best and brightest organizations; he has spent a lifetime learning at the feet of the best minds available about the value of a great workplace; he launched a successful company to help him hone in with laser-like focus on his stated mission. He is unwavering and undistracted from his work and what he feels is important in this world. He has all the tools to successfully accomplish his goals.

His serendipitous path would almost lead one to believe that his career in leadership development was somehow foreordained.

Many years before he was born, the high value Brad places on education was forged in the fires of an event that touched everyone who came near it in some way: The Great Depression. Circumstances dictated that Brad’s father work two jobs to help his family survive this cataclysmic event. Even with their best efforts, increasingly scarce financial resources meant that only one of the children would be able to attend college. “When it came time to send one of the kids off to college, my aunt and uncle chose my dad,” Brad says, “because they thought he had the most potential. So *they* worked two jobs so that he would only have to work one and be able to attend school. “An unselfish sacrifice, but one that is still yielding benefits today. Mr. Federman made the most of the opportunity. He got a degree in Electrical Engineering, and eventually a masters Degree as well. Brad’s mother also got her Master’s Degree in social work. In Brad’s home, education wasn’t an afterthought-it was and is a gateway to a better life.

Even as early as junior high school, the harbingers of Brad’s career direction appeared. Because he was involved in student government, he was able to attend a weekend leadership development seminar at a nearby camp. The director of the camp, Mike Michaelson, recognized that even though he was much younger than most of the attendees, he had a zeal for the subject and the ability to intuitively understand the sometimes complex issues presented there. Mr. Michaelson would take him under his wing and become an important mentor in his life and in his professional development. Brad was inspired by what he heard there at the camp and says “I realized that I wanted to do that for other people.”

Indeed he has. Brad graduated from the University of Maryland with a degree in Organizational Communication and immediately landed a job with Accenture. Feeling he needed more preparation, he would soon return to the classroom, securing a Masters degree in Human Resource Development from Vanderbilt University. He would eventually go to work for Norell Services, primarily because, in his words, “it would give me a chance to learn even more about compensation, interviewing, hiring, and other more traditional HR issues companies have to deal with.”

Then, with the necessary intellectual arsenal carefully collected and catalogued, he launched Performance Point with this overarching strategy statement: “The company I form is going to be something I know about, and it’s going to be about people and helping them solve their problems.”

Performance Point has been all of that, and more. His company’s partnership with Real Time Performance has only enhanced his reach and influence. With many successful engagements and glowing accolades from satisfied clients, it appears that Brad is exactly where he is supposed to be.

No surprise.

He is married to Holly and has two sons, Arris and Elijah.