

MY STORY

The Rebel Behind Rebel OS



The Beginning

Long before I became an executive, advisor, author, or speaker, **I was simply someone who asked questions.** I was drawn to understanding how things worked, why people behaved the way they did, and why some teams and organizations consistently achieved more than others.

- I developed an **early fascination with both technology and human behavior**, ultimately studying Computer Science and Industrial Psychology at Tulane University before earning an MBA from Drexel University.
- I was always **more interested in understanding systems and rules than following them**, often challenging assumptions others accepted without question.
- I discovered that **meaningful progress rarely comes from preserving the status quo**; it comes from questioning it.
- Throughout my life, I found myself naturally **gravitating toward difficult** conversations, complex challenges, and situations where clarity was needed.
- Looking back, the foundations of **Rebel OS** were already taking shape long before the name existed.



Forty Years Inside the Machine

Over four decades, I had the opportunity to work inside some of the world's largest organizations, alongside exceptional leaders, consultants, and teams.



- I held leadership positions at Johnson & Johnson, Merck, Marinus Pharmaceuticals, Conexus Solutions, and numerous growth-stage organizations.
- I built my career across executive leadership, consulting, technology strategy, organizational change, commercial operations, and business transformation.
- I worked with client organizations ranging from global Fortune 100 enterprises to emerging life sciences companies navigating rapid growth and change.
- I repeatedly found that organizations with talented people and strong strategies often struggled for reasons that had little to do with talent or strategy.
- The deeper I looked, the more I saw the same underlying issues: truth moving too slowly, accountability becoming unclear, decisions losing quality, and teams adapting to flawed systems.

Those **experiences gave me a front-row seat to both extraordinary performance and persistent organizational dysfunction.**

Learning From the Inside

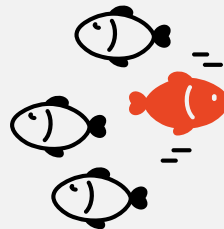
My career provided a unique form of experiential authority—earned by working inside organizations from nearly every angle and seeing firsthand how truth, accountability, and performance either thrive or break down.

Those experiences became the foundation for Rebel OS.

- ✓ At Johnson & Johnson, I helped develop the first enterprise technology strategy, served as Chief of Staff to the Corporate CIO and CTO, and established the company's corporate change management capability.
- ✓ At Marinus Pharmaceuticals, I built and led the technology organization that supported the commercialization of the company's first FDA-approved product.
- ✓ At TCS, I advised senior executives on large-scale transformation efforts and helped turn around major client relationships through strategy, execution, and leadership.
- ✓ Across consulting and industry roles, I witnessed how organizational politics, false consensus, and legacy thinking often undermine performance.
- ✓ These experiences convinced me that organizational success is rarely determined by individuals alone—it is shaped by the systems that surround them.

The Rebel Moment

- 🔒 After years of seeing the same organizational patterns repeat themselves, I found myself searching for an example of **leadership that embraced reality instead of avoiding it.**
- 🔒 That search led me to Steve Jobs' iconic 1997 "**Think Different**" speech.
- 🔒 As I listened, I realized I had spent much of my career performing a function many organizations lacked: helping **bring truth into rooms where it was being avoided.**
- 🔒 For the first time, I found a word that captured how I had always approached work: **Rebel.**
- 🔒 Not a rebel who creates disruption for its own sake, but one who **challenges assumptions in service of better** decisions, stronger teams, and improved outcomes.



Every story has a turning point.

Mine arrived late one Friday night while preparing a difficult client deliverable for a leadership team that needed to hear truths they were not prepared to hear.

Areas of Focus

Human Operating Systems: Designing organizational environments where truth, accountability, judgment, learning, and performance can thrive.

Human-AI Operating Systems: Helping organizations integrate AI while strengthening human responsibility, decision quality, and trust.

Executive Advisory: Serving as a trusted advisor to leaders navigating growth, complexity, transformation, and uncertainty.

Team and Enterprise Performance: Improving how teams coordinate, collaborate, decide, and execute across organizational boundaries.

Organizational Truth Flow: Creating mechanisms that allow reality to reach decision-makers before consequences do.

Why I Created Rebel OS

The more organizations I worked with, the more convinced I became that they were **fighting symptoms rather than addressing root causes.**

The problem wasn't simply leadership, culture, talent, or technology. It was the operating system underneath them all.

- 🔒 I observed that organizations were investing heavily in transformation initiatives while leaving the underlying human system largely untouched.
- 🔒 I saw how truth flow, accountability, judgment, collaboration, and decision quality directly influenced performance but were rarely managed as an integrated system.
- 🔒 The rise of AI only reinforced my belief that stronger human operating systems would become even more important.
- 🔒 Rebel OS emerged from a simple but powerful question: **What if organizations intentionally designed the mechanisms that govern how people think, decide, learn, collaborate, and perform?**
- 🔒 The result became a philosophy, installation sequence and movement dedicated to helping organizations become capable of telling themselves the truth.

Today

My work brings together everything I have learned throughout my career: strategy, leadership, technology, organizational psychology, change management, and human performance.



- I serve as Founder & Managing Partner of Rebel OS Group, providing advisory services, keynote presentations, and strategic guidance to leaders and organizations navigating complexity and change.
- I am the author of Rebel OS: A Future-Proof Human Operating System That Activates Truth, Rewires Team Behavior, Anchors AI Judgment, and Unlocks Enterprise Potential, a forthcoming book that explores how organizations can redesign their human operating systems to thrive in an increasingly AI-enabled world.
- I help leaders improve truth flow, decision quality, accountability, collaboration, and enterprise performance.
- I believe the future belongs to organizations that are willing to challenge their own assumptions before the market does it for them.

*My mission is simple: help teams and organizations see truth clearly, decide wisely, and **perform at their full potential.***

A Final Thought

The most important lessons of my career did not come from technology, strategy, or management theory.

They came from watching what happens when people are finally willing to tell the truth.

Rebel OS is the result of that journey.

Sharper truth. Better judgment. **Stronger performance.**

www.rebel-os-group.com

