

Reggie Reed Jr.

Founder & CEO, Mindful Companies
Member since July 2021

Reggie Reed has a paradigm-shattering formula to lift Milwaukeeans out of poverty, transform employment and restore hope in the young to retain them to grow the city. It's an equation to apply the brilliance of Albert Einstein (mathematics), Abraham Maslow (hierarchy of needs), Adam Smith (free enterprise), Dr. Martin Luther King Jr. (social justice), Peter Drucker (management and organizations) and W. Edwards Deming (quality improvement).

The concept is simple but elegant: Tailor learning and living support to those trapped in poverty but be mindful of employers and customize candidate learning to their needs, too. For eight years Reggie was dedicated to developing a mathematical formula that served those two audiences through a replicable and profitable business model. As a result, he created two companies where he's the CEO.



The first company is Mindful Staffing Inc. It customizes education and life services to give each client power to reach “escape velocity” from their unique gravitational pull of poverty. The formula sets a candidate’s course to self-sufficiency and dignity. At any time, about 30 people are enrolled in courses ranging from four to 10 weeks. Students leave with certificates and credentials that verify to employers that they are worthy candidates. Think of Mindful Staffing as a risk-mitigating and social opportunity-creating employment agency. It places candidates and helps employers support them, using data analytics to build relationships and trust.

The second company is Mindful Measures Inc. It revolutionizes workforce analytics through innovative solutions designed to eliminate workplace bias. Its flagship product is REIGN (Real-time Employee Intelligence Gathering Network). It is the world’s first career intelligence platform that redefines time and attendance management. Mindful Measures empowers businesses to create equitable environments by leveraging data-driven insights that highlight employee performance, attendance and skill development without bias. With a commitment to fairness, efficiency and innovation, the company aims to be the leading force in transforming how organizations evaluate and engage with their workforce.

“We are a perpetual motion machine for workforce preparation, placement and performance,” Reggie said, “Our data system keeps the machine moving toward results for workers and employers alike.”



Though he has a big heart, Reggie has a capitalist’s focus on customers—employers who need good employees and city leaders who know we must grow to thrive, if not survive. Therefore, Reggie is focused on Metropolitan Milwaukee Association of Commerce’s growth vision of meaningful work and meaningful relationships in a Region of Choice while leveraging the organizational wisdom of business sectors.

For efficiency, he uses an organizationally savvy approach that serves construction, manufacturing, health and hospitality clusters. For effectiveness, he puts an imaginary bubble over his client to assess their needs. Then he brokers and bundles resources to meet needs such as food, housing, security, childcare, transportation, mentoring, tuition or health.

The strategy is validated in 2020 sector research by the National Bureau of Economic Research, Cambridge, Massachusetts, which references Milwaukee, and customized to the client approach advocated for Milwaukee three decades ago by the Annie E. Casey Foundation, Baltimore, Maryland.

“It’s all there in a Fibonacci-like equation,” Reggie said nonchalantly and confidently, referring to a sequence that applies to technology, nature, markets and energy as well as poverty.

“He’s a math genius,” declares Alicia Manning of the Bradley Foundation. In 30-years as a grant practitioner, she says Reggie is “like no other.”

“He’s not an empire builder. He’s all grass roots. He helps the people he serves any time of day or night. Because of his personal history, he has the empathy necessary to internalize the problem and the drive to correct it.”

Reggie is motivated by his roots in the 53206-zip code and childhood trauma—a mother who left when he was in fifth grade and a largely absent father who worked multiple jobs and trouble-tempting peers who went to jail. A single parent, Reggie’s childhood influences how he loves and nurtures his children Reign and Victoria.

To survive as an adolescent, Reggie escaped to chess, fishing and studying – philosophy, math, science, religion, physics history and more.

After leaving high school in the ninth grade, he was a street hustler until a cathartic moment. At 19, he promised an addict he’d help him break his habit in return for being taught construction. Fifteen years of construction followed until another life-altering moment.

“I needed to serve others, not myself,” Reggie said. He moved to his sister’s basement and resumed his studies—this time with intentionality to create a purposeful business. Value proposition in hand, he used the last of his savings to start Mindful Staffing and has since earned support from liberal and conservative sources alike.

Reggie now is marketing his business model of tuition-free education, holistic support services and unbiased work opportunities supported by data analytics. Modest revenue comes from government and customers. He thinks it’s time to move into a venture phase.

“My model can revolutionize workforce development and create economic growth by ruthlessly taking on the barriers between poverty and productivity.. “I have tested it. There’s a 98% probability of success if properly funded. It will break poverty’s inter-generational grip.”

Reggie believes Rotary is a consequential convenor with influencer members and can make a difference. In August 2022, Steve Chevalier introduced Reggie as a problem-solver with an interest in philosophy, math and art. “He’s kind of a nerd,” Steve respectfully joked, adding that he was impressed with Mindful Staffing.

Reggie is clear-eyed about Milwaukee being set in its ways, but he’s determined to offer the city a survival plan that serves businesses hungry for new talent and that wants existing employees to have meaningful work. “If we in Milwaukee are to get something we have never had, we have to do something we’ve never done,” Reggie said.

“We need to take a chance on a genius,” concluded Bradley’s Manning.

