

Short Bio

Bryce Hoffman is a bestselling author, top-rated leadership speaker, and strategic advisor who helps leaders in business, government, and the military navigate complexity and make better decisions in times of uncertainty. His Strategic Reinvention® System helps organizations and individuals create clarity, align their teams, and build their next success.

Medium Bio

Bryce Hoffman is a bestselling author, top-rated leadership speaker, and strategic advisor who helps leaders in business, government, and the military navigate complexity and make better decisions. He is the global authority on Strategic Reinvention® – the system leaders use to create clarity, align their teams, and build the next success of their organization.

Named one of *Inc.* magazine's "Top 100 Leadership Speakers," Bryce authored *American Icon* and *Red Teaming*, which provide leaders with proven processes to create winning strategies and manage uncertainty. In 2015, he became the first civilian to graduate from the U.S. Army's elite Red Team Leader Program. He went on to found Red Team Thinking, the world's leading provider of red team training, facilitation, and support. Bryce has trained thousands of leaders – including CEOs and top generals – and helped organizations align fragmented leadership teams, build resilient strategies, and uncover hidden faults in trillion-dollar plans.

Bryce also is the co-founder of the San Francisco AI startup Symboulos Inc. In addition, he lectures at some of the top business schools in Asia, Europe, and North America, writes a regular column for *Forbes*, and hosts *The Thinking Leader* podcast.

Long Bio

Bryce Hoffman is a bestselling author, top-rated leadership speaker, and strategic advisor who teaches business leaders, government leaders, and military leaders how to think more critically, manage complexity, and successfully navigate today's volatile and uncertain world. He is the global authority on Strategic Reinvention® – the system leaders use to create clarity, align their teams, and build the next success of their organization.

Bryce's work sits at the intersection of strategic foresight, organizational alignment, and disciplined decision-making. Leaders turn to him when the playbook they relied on no longer applies – and when they need a trusted system to help them navigate a world defined by volatility, complexity, and accelerating change.

Before advising global organizations, Bryce spent two decades as an award-winning journalist chronicling how the world's most influential companies made decisions – often under intense pressure. Reporting on hundreds of companies in technology, biotech, and the global automotive sector, he saw a distinctive pattern emerge: inside every company, there are people who know exactly what is wrong, exactly what needs to change, and exactly how to fix it. What is missing are the mechanisms to surface this truth and the courage to act on it.

His reporting on Ford Motor Company's historic turnaround under Alan Mulally became *American Icon*, a *Wall Street Journal* bestseller and one of *Bloomberg's* Best Business Books of the Year – now considered a manual for cultural transformation. His follow-up, *Red Teaming*, introduced leaders to a structured way of challenging assumptions, uncovering blind spots, and avoiding strategic failure.

After leaving journalism, Bryce was invited into the world of elite military strategy. He became the first and only civilian to graduate from the U.S. Army's elite Red Team Leader program and later went on to train senior officers in the U.S. military, NATO, the Indian Army, the Singapore Navy, and others. This work gave him unique insights into strategic thinking, scenario planning, and decision-making frameworks used by the world's most elite units.

Bryce translated those principles into Strategic Reinvention – a system that surfaces the truth leaders need but often struggle to hear, harnesses the collective intelligence inside their organization, pressure-tests plans before disruption hits, and aligns teams around one clear, confident strategic direction.

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Bryce has worked with *Fortune* 100 CEOs, founders, four-star generals, and senior government officials responsible for national security and economic stability. He has helped organizations uncover hidden vulnerabilities in billion-dollar strategies, align fragmented leadership teams, and build strategic roadmaps that withstand pressure and accelerate execution.

His message resonates for a simple reason: the answers leaders need are already inside their organization. Strategic Reinvention® gives them the process to find those answers – and the confidence to act on them.

Bryce has been a guest lecturer at the National University of Singapore, Warwick Business School, and Washington State University, as well as an adjunct lecturer at the University of California Berkeley's Haas School of Business. He majored in Anthropology and Philosophy at San Francisco State University and later completed a fellowship in Economics at the California State University, East Bay.

Bryce writes a regular column on strategy and decision making for *Forbes*. He has appeared on television and radio shows in the United States and around the world, including the BBC, NPR, CNN, FOX, PBS, CBS, CNBC, Fox Business, Bloomberg, the CBC, RTÉ, Radio New Zealand, al Jazeera, Deutschlandradio and other local, national, and international networks. Bryce is also the host of *The Thinking Leader* podcast.

Bryce is the founder of Red Team Thinking, the world's leading provider of decision-support red team training and facilitation. He is the co-founder of Symboulos Inc., a San Francisco AI-startup that helps leaders make better decisions faster. He also serves as an advisor to Nobody Studios, a crowd-infused tech-focused venture studio in California.

He splits his time between the San Francisco Bay Area and Muscat, Oman.