

Bio – Reese Bacon



Reese Bacon is currently The Director of the Sales Effectiveness Practice at Buck, a Gallagher Company. Working with a team of consultants and analysts, Reese identifies, sells and leads client engagements focused on sales performance improvement. For over 30 years he has consulted with health insurers, mature and start-up technology firms, Professional and Financial Services firms, Consumer Products and other firms with large and small sales forces both domestically and internationally. He firmly believes that while sales compensation is important, it isn't the only or even most important lever sales leadership has in achieving success.