

Robert Reid – *Principal*



Robert Reid, principal of Butler Street, brings 13 years of staffing industry experience from business development to recruiting and key account management. Additionally, he is a highly successful improv theatre talent and creative content writer. His ability to add the “fun factor” into instructor-led training and eLearning has proven to increase retention of Butler Street’s highly successful methodologies, processes and skills training.

From 2007 to 2017, Robert utilized his theatre improv ability as a corporate trainer and performer for various theaters including the famed Second City in Chicago, IL. Robert facilitated training sessions for companies and organizations looking for a unique approach to training on topics such as communication, collaboration and innovation skills as well as team-building. Robert also performed both improv and sketch comedy for corporate entertainment offerings.

Prior to his role as corporate trainer, Robert began his career with Randstad, an international staffing firm currently ranked second largest in the world. During his 11-year tenure, Robert worked in business development and recruitment with a focus on office administrative and light industrial roles in a retail setting. From there, Robert shifted focus to Randstad’s onsite and key account clients in both Jacksonville and Chicago where he handled high-volume recruitment projects.

Immediately after Randstad, Robert was a recruitment manager for PPR and later Human People Solutions; both companies focused in the healthcare industry.

A graduate of the University of Florida, Robert now lives in his hometown of Jacksonville, Florida. He teaches and performs improv regularly, sings in a local band and does his best to get out and surf every once in a while, when he’s not in front of the classroom.