

# Brooke Struck, PhD

Founder & Principal Facilitator @ Converge



## Expert Profile

Brooke Struck, PhD is the Founder and Principal Facilitator at Converge, where he helps leadership teams transform strategy into culture. Using his Align → Commit → Transform (ACT) framework, Brooke draws out solutions from within leadership teams rather than pushing in recommendations from outside. He specializes in guiding mid-sized organizations through strategic inflection points, creating the conditions for meaningful change. His clients span industries from healthcare to energy, technology to professional services.

As a writer, speaker and podcast guest, Brooke makes complex ideas easy to grasp. He uses relatable examples and vivid metaphors to turn abstract strategy concepts into practical insights that audiences can actually use. His thought leadership over the past few years has been featured in Forbes, Vox, Bloomberg, and the Globe & Mail.

Before founding Converge, Brooke held senior roles in behavioural insights and big data consulting, bringing a unique blend of strategic expertise and applied research to his work. He holds a PhD in philosophy of science (and a Master's in bowties).

Connect with Brooke at [brooke@convergehere.com](mailto:brooke@convergehere.com)

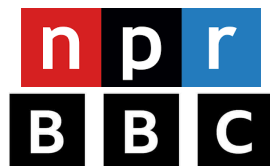
## Previously featured in

**Forbes**



**Bloomberg**

**QUARTZ**



## Areas of Expertise

- **Strategic Transformation:** Helping "messy middle" organizations (100–1,000 employees) navigate inflection points. These can include responding to change or volatility in their operating environment, growth in new offerings/new markets, and more.
- **Cultural Integration:** Aligning corporate values & behaviours with the organization's history while ensuring they create value for clients, teams and other stakeholders.
- **Leadership Development:** Creating opportunities for leadership teams to have hard conversations, moving teams beyond superficial consensus to genuine commitment, and making supporting teams in translating decisions into concrete action.

## Media Experience

- Forbes contributor on organizational strategy and culture
- Featured thought leader in Globe & Mail
- Podcast host and guest focusing on strategic leadership topics
- Speaker at industry conferences on transformation and leadership

## Available For

- Expert commentary on organizational change, leadership challenges, and new opportunities & risks in the social, economic and political context
- In-depth interviews on strategy implementation and cultural transformation
- Guest articles and opinion pieces
- Podcast appearances and panel discussions
- Keynote speaking, MC'ing, event moderation


# Why Media Features Brooke

Brooke brings a distinctive voice to discussions of organizational change, through:

- Balancing intellectual depth with accessible, engaging language
- Offering both theoretical frameworks and practical applications
- Using vivid metaphors and analogies that make abstract concepts tangible
- Sharing experiences rather than prescribing one-size-fits-all solutions

## Media Contact Information

 **Email:** [brooke@convergehere.com](mailto:brooke@convergehere.com)


 **Phone:** 514-813-2685


 **Location:** Montreal, Quebec

## Logistics

 **Preferred virtual platform:** Zoom

 **Availability:** Offers interviews both virtually and in person (Montreal area)

 **Preferred meeting times:** 9:00am, 11:00am, 1:00pm, or 4:00pm Eastern Time

 **Response time:** Within 24 hours for media inquiries

 **For breaking news:** Time-sensitive commentary available with shorter notice

## Assets

Available on request:

- High-res headshots
- Preferred byline
- Converge branding materials