



MARGARET REYNOLDS

GROWTH CATALYST KANSAS CITY

"Nothing is more gratifying than seeing lightbulbs go off as people see what is possible, embrace new opportunities with passion and see change as a force of high return, and not something to be feared."

As a child, Margaret Reynolds always knew her dream job was to work in gift wrap at Hallmark Cards. With a little luck and lots of planning, that wish eventually came true.

Growing up in Lincoln, Nebraska, Margaret learned early that excellence matters as Husker football was practically a way of life. That mindset stayed with her throughout life and leadership. Later, she married Rick Reynolds, son of Nebraska legend "Mr. Touchdown" Bobby Reynolds, and together they built a life centered around faith, family, resilience, and growth.

Her professional career became focused on one central question:

"Why do some businesses grow and others that look like them do not?"

That question became the driving force behind Margaret's professional career and her passion for helping organizations and leaders grow.

Business Milestones

At Hallmark Cards, Margaret grew into leadership roles that included General Manager responsibilities with full P&L accountability before eventually serving in executive strategy leadership positions. Along the way, she became known for understanding market dynamics and identifying opportunities others often did not yet see.

Margaret describes herself as "a growth catalyst at heart" and over the years developed frameworks for defining growth opportunities, understanding barriers to growth, and helping organizations accelerate forward.

Eventually, she left Hallmark to apply those experiences to small and mid-sized businesses throughout the country through her consulting company, Breakthrough Masters Unlimited.





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Over time, Margaret realized her greatest passion was helping people grow. For decades, Margaret has coached owners, founders, CEOs, and board members while also facilitating peer advisory groups and mentoring entrepreneurs through various organizations.

Joining Acumen felt like a natural next step because it aligned closely with both her experience and her values.

“Today, Margaret feels most fulfilled helping leaders navigate growth and change with wisdom, encouragement, and perspective while reminding them they do not have to lead alone.”

Leadership Philosophy

As Margaret embraces the Acumen journey, two themes continue to shape the way she works with leaders.

The first is people. She believes organizations outperform competitors when they establish cultures where people are engaged, growth-minded, and inspired to pursue excellence together.

“CEO’s create strategy, but they don’t implement it by themselves.”

The second is technology. Margaret believes none of us can avoid engaging with it, and leaders who learn to leverage it appropriately can advance their businesses in new and creative ways.

Many of Margaret’s leadership principles were reinforced while raising sons involved in competitive athletics and traveling across the country with sports teams. Those experiences deepened her belief that the principles that build great sports teams also build great organizations and peer advisory groups.

- The team has to succeed for the individual to succeed
- Become better by building on strengths
- The little things matter, but they have to be harnessed to lay the foundation for great things
- We have to believe excellence is possible

