

Biography of President John W. Reed



John W. Reed was elected President of Trinity Lutheran College in May 2010 after serving nine months as Chief Executive Officer. He assumed his new role July 1 and was inaugurated Oct. 16.

President Reed's experience in higher education leadership includes serving as Director of Enrollment Management at Whitworth College, Spokane, WA, and Vice President of Enrollment Management at Linfield College, McMinnville, OR.

He later served as an Executive Consultant with Noel-Levitz, supporting over 40 colleges in developing comprehensive strategies to increase student enrollment, retention, and improve overall institutional planning and leadership. He has also has taught courses in Capella University's online educational leadership program.

President Reed has served as President of NBC Camps in Spokane, WA, the country's largest residential sports camp program, and later founded Higher Hoops, a nonprofit organization that teaches basketball, life lessons, and character development to youth.

President Reed holds a Bachelor of Science in Education from the University of Idaho and a Master of Education in Guidance and Counseling from Whitworth College. He also completed the Summer Institute for Management and Leadership in Education through the Harvard Graduate School of Education.

President Reed is a member of Advent Lutheran Church in Mill Creek, WA, and enjoys spending spare time with family, golfing, or preparing for a summer triathlon. John has two children: A son, Taylor, attends Seattle Pacific University and a daughter, Jamie, attends Seattle University.