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VP Integrated Supply Chain,  
Florida Power and Light

## **Dutch Holland**

*Management Consultant,  
Author and Academic*

As the chairman and CEO of Holland & Davis, Inc., a management consulting firm in Houston, Dutch Holland has been leading major organizations through Red Zone conditions over the past 30 years. A prolific author, he contributes to his company's biannual newsletter for executives, and has authored three previous books, including *Change is the Rule* (Dearborn Trade, 2000). With a master's degree in business from the University of Dayton, and a doctorate in management, statistics and operations research from the University of Texas, Dr. Holland has taught executives at the University of Texas, the University of Houston, Rice University and the Wharton School's Securities Institute.



## **Red Zone Management**

*by Dutch Holland, Ph.D.*

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