

# Rick Cheever

 BIOGRAPHY

## Rick Cheever

Rick Cheever is a visionary and highly experienced in global business, enterprise development, a business turnaround specialist and an expert in C-Level Leadership Coaching, business growth planning and execution, and international business management.

Rick's experiences encompass over 40 years as a successful business leader. Rick is highly experienced in European business regulations and maintains an impressive global network of senior business contacts.

While at the Coca-Cola Company Rick was responsible for the company's largest accounts such as Kroger, Safeway, McDonald's Corporation, Applebee's International and the Walt Disney Company. While in the UK Rick was responsible for a sales, marketing, and operating budget of \$49 million and sales of over \$300 million. Rick is credited with some of The Coca-Cola Company's most significant client sales accomplishments, and innovative and profitable marketing achievements.

Rick served with distinction in the US Marine Corps, US State Department working in US Embassies in Georgetown, Guyana, and El Salvador.

### Industry Specialties

- Consumer Goods
- Hospitality
- Real Estate
- Manufacturing
- Retail

### Coaching Specialties

- Mid-Market Business
- C-Level Leadership
- Business Planning/Execution
- Global Expansion
- Finance
- Start-up/Turnaround Specialist

### Current

- Founder/President Enterprise Excellence Coaching
- 7 Attributes of Agile Growth Certified Coach
- National Federation of Independent Businesses Member
- KIWANIS International
- World Trade Center-Denver
- Club Managers Association of America
- eMarketing Association
- The National Employer Leadership Council
- Business Marketing Association

### Past

- Founder-Global Performance eMarketing Limited
- Director-Coca-Cola International-United Kingdom
- Senior Sales/Marketing Executive-The Coca-Cola Company

### Education

- BS, Business Management Roosevelt University
- Executive MBA, Northwestern University
- Intelligence/Cryptology-United States Marine Corps.
- Diplomatic Training- US State Department