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LEADING DES MOINES BUSINESSES



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SUCCEED.”**

Rita Perea, CEO

MEET LEADERSHIP EXPERT RITA PEREA

Celebrating 15 years as the President and CEO of Rita Perea Leadership Coaching and Consulting, Rita Perea is dedicated to helping teams and individuals maximize their potential.

What makes Rita Perea a successful executive coach and talent development trainer isn’t just that she’s “been there, done that.” Yes, it’s true she rose quickly through the leadership ranks in her corporate career, becoming a national keynote speaker by age 28 and a CEO by 40. But what truly makes her successful are the passion, process, and results she brings to every team and individual she works with.

“I decided to become an executive coach because I realized I had the speaking, training, leadership, and coaching skills to support others on their leadership journey,” she reflects. “My most critical talents are strategic consultation and interpersonal intelligence.”

Perea specializes in working with senior leaders—such as CEOs, VPs, directors, managers, and supervisors—to establish executive presence, lead high-performing teams, engage employees, manage change, and create work-life balance.

She’s well-versed in serving clients both domestically and internationally across a range of industries, including insurance, financial services, banking, human resources, health care, nonprofit and for-profit associations, higher education, and commercial real estate.

Best of all, her methods produce tangible ROI that confirms success.

CUSTOMIZED PROCESS, REAL RESULTS

“Many of my competitors bring a one-size-fits-all program to their clients’ table, but I feel strongly that my solutions must be customized in order to meet clients’ specific pain points,” Perea says. “I have the philosophy that organizations are living things that are dynamic and flexible, and the people within those organizations can impact how successful they become.”

Perea uses a three-step process called Assess-Align-Advance to provide customized solutions. First, she employs a data-driven assessment to determine the client’s goals and needs. Next, she designs a tailored game plan to tackle those specific goals and needs. Finally, the plan is implemented and evaluated for effectiveness. Perea says this final step, the application, is especially critical in effecting change in individuals, teams, and entire organizations.

“I define success as jumping out of bed each morning and loving my impact on growing great leaders around the globe,” Perea concludes. “I’m proud to be celebrating 15 years as a nationally recognized leadership speaker, author, talent development trainer, and executive coach. From delivering an inspirational speech to writing about employee engagement, providing communications training, or coaching a senior-level executive, I’m deeply invested in helping leaders and their teams succeed.”



**Executive Coach • Author • Speaker
Talent Development Trainer**

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