

## About Rita Perea

**Rita Perea** is an international speaker, author, executive coach, and professional development trainer. She is preparing to celebrate her 21st year as Founder and CEO of Rita Perea Leadership Consulting, Inc.

An experienced executive herself, Rita has collaborated with Founders, C-suite Execs and non-profit business leaders to deliver culture and market strategies to Innovate through the Opportunities of Change.



Her corporate clients have included Principal Financial Global Investors, Nationwide Insurance, Kemin International, the US Department of Agriculture, the ITA Group, and Meredith Publishing Corporation.

An avid researcher, Rita has studied Bitcoin and Blockchain Technology since she was introduced to it while founding an Angel Investors' group in 2017. In 2020, she made the life-changing decision to level up her knowledge, investing and trading acumen by becoming a certified market timing financial analyst through the Merriman Market Analysts Academy. Her area of specialty is Bitcoin and cryptocurrencies. In addition, Rita also graduated from the Decentralized Finance Academy in 2021. Rita's goal is to use her financial and business expertise to continue to offer strategic one-to-one consulting services and group courses to business founders, investors, traders and the "crypto curious".

Rita has obtained a post-graduate Specialist's degree in Leadership. She is certified as a Master Cognitive Coach and a Work-life balance specialist.

As a community leader, Rita passionately serves as a voice for the under-represented, including women, minorities and students. She is currently completing her second term as the President of the Des Moines Area Community College Foundation. She's also been appointed to serve on the state of Iowa's Engineering and Land Surveying Licensing Board.

Rita was selected to be recognized for her outstanding community leadership through the Woman of Influence Award (2022), the Exemplary Business Leader Impact Award (2021) and the Author Impact Award (2020).

Rita's recent book, ***From Frantic to Fabulous: How to Raise Your Energy, Tame Your Work and Transform Your World in the Digital Age***, was published as a paperback, e-book and audiobook in 2019, and ranked as an Amazon #1 Best Seller in Leadership and as an Amazon #1 Best New Release, also in Leadership, and in Business Ethics.

Rita's mission is to help people **Lead well, Live well** and **Do well**. Her clients span the globe, and she has worked with or spoken before more than 100,000 individuals over the years. Her breakthrough trainings and keynote presentations are renowned for being life-changing and educational, yet practical and fun.

To learn more about Rita and her firm's services, visit [RitaPerea.com](https://RitaPerea.com).