

About Rita Perea

Rita Perea is an international speaker, author, executive coach, and professional development trainer. She is preparing to celebrate her 23rd 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”.

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 and traders. To that end, she recently launched the Academy of Financial Psychology. [FinancialPsychology.Academy](#)

In addition to a bachelor’s and master’s degree, Rita has obtained a post-graduate Specialists degree in Leadership. She is certified as a Master Cognitive Coach and a Work-life balance trainer.

As a community leader, Rita passionately serves as a voice for the under-represented, including women, minorities and students. She recently completed her second term as the President of the Des Moines Area Community College Foundation. She was also appointed to serve nine years on the state of Iowa’s Engineering and Land Surveying Licensing Board. She is honored to be the first public member to become the Board Chairperson and NCEES voting delegate. Rita also launched on-line Professional Ethics courses to help licensed engineers and land surveyors in rural areas of Iowa meet their PD hours for renewal credits. This was a first in the state of Iowa.

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.