

Ira Blumenthal



Considered a modern day business "**Renaissance Man**," **Ira Blumenthal** is the founder and president of **CO-OPPORTUNITIES, Inc.**, an Atlanta-based consulting company that has **counseled world class clients** such as Coca-Cola, Nestle, Kroger, McDonald's, Harrah's, American Airlines, Disney, United Artists, Marriott, Exxon, Walmart and others in areas related to "**branding**," "**strategic alliances**," "**change management**," "**re-invention**" and "**business development**." Noteworthy, Ira has the proud distinction of being the single longest continually retained consultant in The Coca-Cola Company's history (26 years).

Ira is a published author. His successful first book, **Ready, Blame, Fire!** (Myths and Misses in Marketing) was followed by the nationally acclaimed **Managing Brand You**, published by the **American Management Association** and printed in two languages and audio. It focuses on "personal branding" (www.ManagingBrandYou.com). **Ira** is the recipient of the prestigious "**George Washington Honor Medal For Literary Excellence**" (Freedoms Foundation).

The former host of a popular radio talk show, "**Success Talk**," **Ira** has interviewed "success stories" such as General Colin Powell, Mario Andretti, Tommy Lasorda, Debbi Fields, Dr. Richard Carlson and other notables. He has been a visiting university professor at The **University of Notre Dame** and **Michigan State University** and was the inaugural "Executive-In-Residence" at **Georgia State University's School of Hospitality**. Before founding his company, **CO-OPPORTUNITIES**, **Ira** was a division CMO at The Sara Lee Corporation and later served as President of Rymer Foods, a former NYSE company he led to quantum leap growth from \$90-million to over \$250-million in three-plus years. He is the recipient of one of the highest honors in the food business, "**The Key Person Award**," and has been honored with numerous civic and professional awards... and sits on a number of boards...

These days, **Ira** delivers over 40 speeches annually, he has delivered over 2000 in his career... to well over 1-million audience members... on five continents. **Ira** has also served as the speaking "opener" for the likes of President George Bush Sr., General Colin Powell, Lech Walesa, the late Pakistani President Benazir Bhutto, Henry Kissinger, Tommy Lasorda, Cal Ripken Jr., Bob Dole and others. Respected as a business development and branding expert, especially "personal branding," **Ira** has been quoted and featured as a "subject matter expert" in numerous media sources such as "**The Wall Street Journal**," "**USA Today**," "**CNN**," "**BrandWeek**," "**Entrepreneur Magazine**," "**Executive Excellence**," "**Marketing News**" and more.

He has also done work with and for high-profile icons such as Zsa Zsa Gabor, Steven Tyler (Aerosmith), the estate of the late Pat Summitt, media mogul Ted Turner and others.

All concurrent to leading his consulting company, **Ira** was the co-founder and former **Executive Director** of the **Resource Center For Workforce Solutions**... the architect of the **CAFÉ (Center for Achieving Foodservice Excellence)**... one of the co-founders of "**The Branding Institute**"... the co-founder an inaugural Managing Director of **The Restaurant Industry Executive Council**, a stellar group of executives comprised of the CEO's (no substitutions) of the top 35 grossing chain restaurant chains in the U.S. With his friend Steven Tyler, in collaboration with **Youth Villages**, Ira was one of the co-founders of **Janie's Fund** (www.JaniesFund.org), a philanthropic organization that provides help to "at risk" girls.

Ira also sits on the board of **Blaze Sports America** the legacy Paralympic organization, as well as on the Advisory Council of **The Global Restaurant Leadership Conference** (Dubai). He is also the "Head Coach" of **The Pat Summitt Leadership Group**.

On a personal note, **Ira** is a tireless community activist and youth coach (coached both state and national championship teams). He was a highly acclaimed college athlete and also competed internationally. Early in his career, Ira coached Football and Lacrosse at Towson University. Originally from New York, **Ira** lives in Atlanta, Georgia with his redhead Missouri bride, Kim. He is the father of two daughters, three sons and has seven grandchildren. He and Kim are avid hikers and recently started their piece-by-piece trek of The Appalachian Trail.

Ira's two favorite quotations are "**The true measure of a man is how many lifetimes he can cram into one**"... and "**The two most important days in your life are the day you were born and the day you found out why.**"

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