

WOMEN BUSINESS OWNERS



“IF YOUR SUCCESS IS NOT ON YOUR OWN TERMS, IF IT LOOKS GOOD TO THE WORLD BUT DOES NOT FEEL GOOD IN YOUR HEART, IT IS NOT SUCCESS AT ALL.” ANNA QUINDLEN

Rita Perea

Owner

RITA PEREA CONSULTING

WHAT INSPIRED YOU TO START YOUR OWN BUSINESS?

I spent over 20 years producing positive, measurable results for the organizations I worked within and knew that I could replicate those results in other industries. My success within corporate environments naturally led me into my own private practice.

WHO IS THE WOMAN ENTREPRENEUR YOU MOST ADMIRE?

I have several female mentors: Connie Wimer of Business Publications; Joyce Chapman, retired VP of Marketing at WestBank; and Diana Reed, Professor of Business at Drake University. I consider them to be my personal and professional Advisory Board.

WHAT ACCOMPLISHMENT ARE YOU THE MOST PROUD OF?

I'm proud to be a nationally recognized speaker and the author of two books. Most importantly, I'm proud of the successes I have seen in my coaching clients. It makes my day to see them flourish and to know that I had a hand in the development of someone special.

HOW MANY HOURS A DAY DO YOU DEVOTE TO YOUR BUSINESS?

I am always on the clock. My passion is helping people fulfill their potential. I instinctively devote most of my waking hours to helping those around me achieve their goals. But I never forget the importance of balance in my own life.

RITA PEREA
ENTERPRISES



1200 Valley West Drive | Suite 304-12
West Des Moines, IA

p 515.577.5666 | e rita@ritaperea.com
ritapereaconulting.com