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## Rita Perea, founder and principal consultant, Rita Perea Coaching and Consulting Associates, West Des Moines

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**Business**

**description:** My firm is devoted to helping people achieve professional success through executive coaching and leadership consulting. We work primarily with executives, leaders, directors, managers and supervisors to develop high performers. Becoming a high performer takes clarity in the goals we select and confidence in moving ahead. It takes data-driven, measurable results. Whether the issue is becoming more productive or building better team relationships, working with my firm can be the solution you've been seeking.

**Background:** I spent more than 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. I hold several academic degrees and certifications, including work-life specialist. I am pursuing a doctorate in organizational psychology, which is a field that I love.

**Notable achievements:** I am 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 and their teams. It makes my day to see them flourish and to know that I have had a hand in the success of someone special.

**How I give back to my community:** I am also proud to have recently been selected to serve as the youngest Rotary International governor for District 6000, leading 63 Rotary Clubs and 4,500 Rotarians in Iowa to provide service and do good works

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**Kayla Craig**



Kayla Craig is a business mobile journalist for the Des Moines Register.

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