



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 distinction of being the single longest continually retained consultant in The Coca-Cola Company's history (23 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". Ira has also published over 200 articles on business development, change management and branding.

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, Debbie 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 and in 2012, was named an Executive-In-Residence at Kennesaw State University. Before founding CO-OPPORTUNITIES, Ira was a top marketing executive at The Sara Lee Corporation and later served as President of Rymer Foods, a NYSE public corporation he led to quantum leap growth from \$90-million to over \$200-million in three-plus years. He ...

Testimonials

“ Ira has a unique knack for engaging an audience. And while the audience is engaged, he educates them. One thing you can be guaranteed with Ira is that you never know what he's going to do next. He is an incredibly dynamic and knowledgeable speaker. ”

- Marriott.

“ Thank you so much for a FANTASTIC presentation! You would be very pleased to know that just about every speaker we had said, "...and as Ira said..." You were a huge hit with everyone! Your comments were right on the money, and you delivered them with such high energy. I am terrifically pleased! ”

- Easter Seals.

Ira Blumenthal

Speech Topics

- Strategic Alliance
- Marketing
- Future
- Change
- Branding

