



Ira Blumenthal collects quotations. One of his favorites is “The true measure of a man is how many lives he can jam into one lifetime...” Ira has certainly jammed many lives into his productive, successful life. From college football and lacrosse coach to business executive... from consultant to talk show host... from university professor to public speaker... from author to philanthropist... and more... lots of lives here... diverse, distinctive and dynamic.

He is respected as a subject matter expert on helping corporations, associations and individuals create a brighter future in the midst of changes, challenges, even chaos. His customizable speech title says it all...Your Best is Next!

After serving as the CMO of a division of Sara Lee, then the President of a \$300-million food company, Ira founded and presided over CO-OPPORTUNITIES, an Atlanta based consulting company that advised companies such as Nestle, Tyson, Kroger, Harrah's, American Airlines, Disney, United Artists, Exxon, Walmart and more. Noteworthy, Ira is the single longest continually retained consultant in the 134-year history of the Coca-Cola Company as a lead consultant for 26 years. He is the recipient of the highest honor in the food industry, “The Key Person Award.” His expertise? Branding, Change Management, Strategic Alliances and Business Development.

Having published over 200 magazine articles and three books, “Ready, Blame, Fire!” (Myths and Misses in Marketing)...“Managing Brand You” (best seller)... and “Your Best Is Next”... Ira is a respected author who received “The George Washington Honor Medal for Literary Excellence” (Freedoms Foundation). Ira has been featured and quoted in media such as CNN, The Wall Street Journal, People Magazine, BrandWeek, USA Today and more....

Ira Blumenthal

Speech Topics

- Virtual Keynotes
- Marketing
- Change
- Branding



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.