



CAPITOL CITY SPEAKERS BUREAU

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Ira Blumenthal

Travels from: Georgia

Fee Range: \$5,001 - \$7,500

Ira Blumenthal is the president of Co-Opportunities, Inc., a 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, Wal*Mart and others in areas related to branding, strategic alliances, marketing, change management, re-invention and success.

Ira is a published author. His successful first book, *Ready, Blame, Fire!*, focuses on the "myths and misses in marketing." His newest book, *Managing Brand You*, co-written with Coca-Cola President Jerry Wilson, is about personal branding and is published by the American Management Association in two languages. Ira is the recipient of the coveted "George Washington Honor Medal For Literary Excellence" (Freedoms Foundation). He has written and published over 200 magazine articles on business development and has also received numerous business and civic awards and honors, including The Educational Foundation's highest honor for his contributions to "...spirited, innovative business education."

The former host of a popular radio talk show ("SuccessTalk"), Ira has interviewed guest "success stories" such as General Colin Powell, Mario Andretti, Tommy Lasorda and other notables. Ira has also served as visiting university instructor at The University of Notre Dame and Michigan State University. Guest lecturing at many institutions, Ira also delivered the commencement program at the University of Houston's Conrad Hilton School of Business. Ira was also honored being named the "first" Executive-In-Residence at Georgia State University's Robinson College of Business where he oversees the prestigious hospitality industry executive council.

Delivering over 75 speeches annually, Ira has served as the "opener" for leaders such as President George Bush (Sr.), General Colin Powell, Tommy Lasorda, Bob Dole, Lech Walesa, Henry Kissinger and others...and has lectured on four continents. Recognized as a visionary business development expert, Ira has been quoted and featured in media sources such as *The Wall Street Journal*, *USA Today*, *CNN*, *BrandWeek*, *Entrepreneur Magazine*, *Executive Excellence*, *Marketing News* and more.

Most Requested Programs...

- Strength In Numbers (Strategic Alliances)
- Change Is Inevitable. Growth Is Optional. (Change, Re-invention)
- Brand-Building For Your Future (Branding)
- Myths and Misses in Marketing (Marketing, Business Development)
- The DNA of Success (Success)
- Managing Brand You (Personal Branding)