



Ricardo Gressel aka WarriorRic

US Citizen; South African Resident

BA: International Relations 1987, Stanford University

Brand Consultant: Speaker / MC / Facilitator

My Vision for South Africa

To convince local citizens, employees and visitors to South Africa that greatness does not come from overseas, it comes from within.

My Mission

The WarriorRic brand was developed to inspire, motivate and transform people and companies to be their personal and collective best through alignment of actions to specific goals and objectives.

Current Work

Brand Ambassador for the Jeep Warrior Race since inception in 2013 as MC, SuperSport TV commentator, motivator and commercial spokesperson. Was instrumental in securing Jeep title sponsorship in 2013 (valued over R5M / year). MC and SuperSport TV commentator for Last Man Standing Cross Fit Challenge and Engen Cycle in the City 2014-16. MC & VIP Host: SPAR Women's Challenge 2016 and Co-Founder of Camp Hero, youth leadership camp for 8-17 yrs old.

Background

More than 20 years of marketing communications experience building brands of blue chip and SME companies in the US and Africa. Most recently, designed and implemented internal brand engagement strategies to address employee productivity, and to align personal vision and goals to mission of the company. Some local clients include: Enel Green Power, MeatWorld and Tsogo Sun. Further into Africa: Kenya Power, Eabl, First Bank Nigeria, Botswana Telecoms and Africom. Most notable work early in South Africa career include launch of ICT brands: Cell C, Virgin Mobile and Neotel. In Colombia, was Content Developer and Creative Producer for SABMiller's Latin America subsidiary, Bavaria, for their Spanish speaking 2012 MS&D Conference in Cartagena. Created, developed and managed launch of Mbombela Stadium for FIFA 2010 World Cup.

Approach

Transforming lives on the journey to fulfilling goals amidst adversity, making individuals feel safe and secure with change. The Jeep Warrior Race, SA's largest obstacle course race series is a beautiful metaphor for overcoming life's everyday challenges. The race is a practical tool testing will, strength and courage through team building, while having fun. Whether as MC, motivational speaker, brand strategist, employee training facilitator or producer of large corporate conferences, Ricardo's aim is to obtain desired results through welcoming and managing change.

"I've witnessed the strongest of platform of the notorious 'Tower but who won't budge out of fear. employee discussions with only that they are leaders, due to epiphanies by the meekest to leaders is what makes my work



Warriors standing on a 6-metre of Rage' obstacle determined, I have led and facilitated senior management believing organisational titles. However, the strongest that they are rewarding and worthwhile."

"People may not remember what you said, or what you did, but they will never forget how you made them feel." -Maya Angelou

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