

## Rick Longenecker Biography



Rick Longenecker is a distinguished Revenue Growth Enthusiast, Speaker, Facilitator, Trainer, Coach, and Fractional Executive with a unique blend of start-up, small cap and Fortune 500 experience.

He began his career at Sears after paying his way through college with roles at Little Caesars Pizza, Mercantile Stores, and BP.

He advanced through sales and marketing roles at Cargill, Incorporated, transforming sales territories and regions across the U.S.

Rick is a seasoned executive having served as Chief Administrative Officer at Double A Solutions and Snippies, Chief Sales and Marketing Officer at Opinion Research Corporation, Vice President of Sales and Marketing at Metrus Group, and Director of Sales, Customer Service and Marketing at PSE&G, an integrated utility.

As President of Armature Group, LLC, Rick has dedicated the last two decades to serving as a revenue growth advisor and fractional executive to over 250 companies, in 35 industries, in 7 countries. His notable achievements include restructuring a SaaS company enabling growth from \$1M to \$30M, integrating multiple acquisitions into a \$125M analytics firm, and scaling a professional services firm from \$1M to \$12M in two-years.

Rick's leadership philosophy is driven by disciplined leadership and change management. He has developed best practices from leading global teams of up to 1,200 employees across the company lifecycle —innovating new offerings, launching start-ups, scaling operations, restructuring organizations, and navigating merger integration.

A thought leader in relationship-building, Rick has lived and worked worldwide, forging connections an expert network of over 20,000 people. He served as Chairperson for The Conference Board's Marketing Executive Council, restructuring their key executive conferences. His networking program, born from a lifelong passion for connecting people, is grounded in insights from thousands of hours of research and writing on eliminating chaos in revenue growth and sales. Rick frequently speaks at major industry events, including ACG, SMEI, FEI, SHRM, HRP, NACD, NIRI, SIIA, and SIPA.

Rick holds an MBA from The University of Toledo and has completed an Executive Management Program at Columbia Business School. Recognized as a Kappa Delta Rho National Hall of Fame inductee and Outstanding Alumnus of the Year by the University of Toledo, Rick remains committed to mentoring future leaders. Rick serves on multiple boards, including The Chuck Ealey Foundation and The Luken T. Boyle Campaign for Kindness.

Rick and his wife, along with their son, daughter, and son-in-law, are proud graduates of The University of Toledo. He values the shared connection with his son as members of Kappa Delta Rho fraternity, while his wife and daughter are both members of Chi Omega sorority. His son-in-law adds to the legacy as a member of Pi Kappa Alpha. As a family, they are deeply committed to selfless service and community impact.