

# Cid Rhomberg



## HIGHLIGHTS

Innovation  
award winner



Married 30+  
years



25 years  
leading teams  
and holding  
executive  
marketing  
positions



Proud mother of all  
boys



Started two  
companies as  
a female  
business  
owner



Cid Rhomberg works with executives and leaders to help them discover their potential based on embracing three critical drivers in every organization: people, productivity and profitability. She joined Franklin Covey as an executive coach in 2016 and became a consultant in 2020. After holding executive positions in strategic planning and marketing in Fortune 100 companies, she recognizes the competencies, skills and leadership characteristics that result in successful executives, teams and outcomes. She is comfortable working in various industries based on her B2B and B2C experience to include healthcare, manufacturing, distribution, retail, construction and MRO. She has led large teams focused in the areas of strategy design, channel growth, customer experience and intelligence, brand, digital and creative. Cid is a certified as a professional business coach, an advanced facilitator, and numerous behavioral/personality assessment tools. She graduated from Ohio State University with dual degrees in marketing and logistics.

## CERTIFIED TO DELIVER

- *The 4 Essential Roles of Leadership™*
- *The 6 Critical Practices for Leading a Team™*
- *The 7 Habits of Highly Effective People® Foundations*
- *The 7 Habits of Highly Effective People®: Signature Edition 4.0*
- *Change: How to Turn Uncertainty Into Opportunity™*
- *Facilitation Excellence: Unconscious Bias*
- *Leading at the Speed of Trust®*
- *Live-Online Webinar Workshops*
- *Multipliers: How the Best Leaders Ignite Everyone's Intelligence™*
- *Reinforcement Coaching*
- *Speed of Trust® Foundations*
- *Unconscious Bias™*