

RICK PETERSON

President, Rick Peterson Coaching, Inc.

BIO

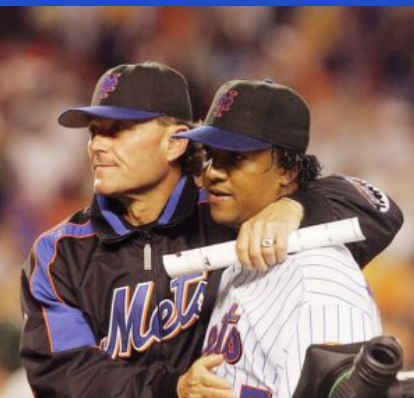
Rick Peterson, longtime MLB Pitching Coach for the Oakland A's (during the *Moneyball Era*), the New York Mets, and the Milwaukee Brewers is a sought after inspiring keynote speaker who regularly shares the stage with executives and business icons. Rick advises organizations on how world-class teams beat the competition, succeeding against all odds, how to be resilient in the face of adversity, and performing your best under pressure. His clients include Columbia University, MLB Network, ESPN, New York Times, Wharton Business School, Provident Bank, Sports Leaders, Inc., The American Sports Medicine Institute, Scout/Horizon Media and many others.

Through his years of coaching elite athletes, he has worked with Hall of Famers, All Stars, and Cy Young Award Winners including Hall of Fame pitchers, Tom Glavine, Pedro Martínez, Trevor Hoffman, Barry Zito, Mark Mulder, Al Leiter, Tim Hudson, Jim Abbott, Billy Wagner, Johnny Franco, and many others. He has also worked with many other elite athletes like Roger Clemens and Michael Jordan.

His Amazon bestselling book (Business Leadership), *Crunch Time: How to Be Your Best When It Matters Most* has been reviewed as an extraordinary coaching resource to create winning habits and attitudes and inspire individuals and teams to perform at their best.

He frequently appears on national radio and television shows—ESPN, Bloomberg TV, MLB Network, Fox Business, Wharton Moneyball—to share his expertise. Rick also had the privilege of being the Technical Director of the first version of the *Moneyball* movie (Steven Soderbergh Edition). Based on the bestselling book by Michael Lewis and Academy Award winning film with Brad Pitt.

Rick enjoys speaking with audiences of all sizes and loves to "edu-tain" through his compelling storytelling. Listening to Rick, you will be inspired to create winning attitudes and habits, learn to reframe negative mindsets, and make what seems impossible, possible. Rick will coach and inspire your team to the finish line of success.



TOPICS

- How to Be Your Best When it Matters Most —based on Rick's bestselling book *Crunch Time How to Be Your Best When It Matters Most*
- Building World Class Teams
- The Mind of a Champion
- Business Leadership Lessons from *Moneyball* based on Michael Lewis' bestselling book & Academy Award winning movie—A revolutionary approach to Big Data and Innovation

FEES

Available Upon Request
Audience size: Small group round table discussion up to 2,000

RICK PETERSON

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VIDEO

*Click image thumbnail to view each video.

TEDX TALK — ASBURY PARK: MISTAKEN IDENTITY



Find yourself choking under pressure? Learn how elite athletes like Major League Baseball pitchers perform their best when the pressure is on!

HOW TO SUCCEED IN THE FACE OF CHAOS AND ADVERSITY



In Crunch Time Tips: Series 1, Rick speaks with Michael Neuman of Scout Horizon Media to discuss tips & strategies on how to succeed in the face of chaos & adversity.

HOW TO KEEP CALM WHEN THE PRESSURE'S ON



In Crunch Time Tips: Series 2, Rick shares valuable tips and strategies from his many years of working with elite athletes. Learn how to keep calm when the pressure's on!

Rick Peterson/3P

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