

Contact

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Top Skills

VIP Hospitality

Leadership Coaching

Mindset Coaching

Rich Allen

Former Professional Triathlete | Entrepreneur | Executive Leadership Coach | Sports Marketing, Sponsorship & Sales Innovator
St Petersburg, Florida, United States

Summary

I am a retired professional Olympic/Ironman triathlete with unique and diverse business leadership skills and experience. From Leadership coaching to sports marketing and sales strategy, I live in the pursuit of excellence and bring the highest level of commitment and grit to every challenge I embark on, while making sure my cohesive team have what they need to achieve the best results and enjoy their work.

Experience

The Pursuit Of Excellence

Founder & Executive Leadership Coach

October 2022 - Present (11 months)

St Petersburg, Florida, United States

From years of experience being a professional triathlete and then an entrepreneur/CEO, I developed an Executive and leadership coaching method called 'The Pursuit of Excellence, which will significantly improve the mindset and performance of any person in their business and personal life. It is based on the strong mindset correlation between champion athletes and successful CEOs, and the fact that many of these successful CEOs also strive to push their limits in their sporting goals. The program, typically done one-on-one or as a team, starts with identifying a sporting goal for the client, and reviewing their 'mindset score'. Then during a series of weekly Zoom meetings, I develop specific mental skills which they will learn naturally during their training for the sporting challenge. They will get on with a custom physical training plan and will be held self-accountable for their progress, both mentally and physically. KPIs may also be tracked alongside their mindset score to see the improvement in their professional work. It's a proven system that I have implemented with the Executives of PepsiCo Europe, a British Prime Minister and his Chief of Staff, and an A-list celebrity chef. Executive mindset and performance coaching has always been a passion of mine and you may fully review my program here: <https://www.thepursuitofexcellence.coach>

Stingray

Founder & Chief Executive Officer

January 2016 - September 2022 (6 years 9 months)

Largo, Florida, United States

In early 2016 I founded my own company which was an exciting culmination of all my experience. It started as a distribution company with a 15,000sf warehouse in Clearwater, Florida, and initially we imported British sports brands into the US, including <https://zone3.com>. Being a unique full service 3PL business, we would handle sports equipment import, warehousing, shipping, returns, and 24/7 customer service. However, I quickly noticed a gap in the market and a high demand for quality, performance gear at a lower price point, so I decided to launch my own 'Florida inspired' sports brand called Stingray. I also wanted to create a brand that was environmentally conscious and gave back to ocean conservation. Stingray had been in the making for 23 years and starting just before Covid-19 hit was perfect timing for a paddle board, cooler, and open water swimming brand. Early on there were many challenges, particularly in manufacturing, which we overcame by diversifying and working as a team. I would say successfully coaching my team through Covid is one of my greatest achievements. As founder and CEO, I was not just a team leader, I had to wear many hats from product manufacturing to marketing and sales strategy, and even cleaning the toilets on rough days – That's the life of an entrepreneur! Stingray sells online with an efficient Shopify Plus e-commerce platform and Google ads strategy, via retail drop shipping, and to independent outdoor retail stores. I have recently exited the brand due to an offer I could not turn down. Please fully review the brand at: <https://www.getstingray.com>

Professional Triathletes Organisation

Co-Founder & Executive Director

January 2015 - December 2015 (1 year)

Charlotte, North Carolina, United States

Being a retired professional athlete myself, I was recruited by 12 of the best Pro triathletes in the world to form the Professional Triathletes Organization as Executive Director. The PTO was founded to represent the best interested of the professional triathletes across the world, and my role was to build an initial business infrastructure from the ground up, communicate with the media regarding the PTO's formation and objectives, and to represent any athletes who had legal issues regarding sponsorship contracts or prize money violations. I also developed an initial brand and business strategy. Once the PTO had been fully formed my founding role was complete and a CEO was

brought in. The PTO has gone from strength to strength with the Pro athletes now co-owning their own events and world ranking system, following models that have been successful in tennis and golf. Their continued success to date has been exceptional and you can see more here: <https://protriathletes.org>

NASCAR

Head Of Partnerships

January 2014 - December 2014 (1 year)

Charlotte, North Carolina, United States

Having retired as a professional triathlete I began working for NASCAR motorsports team Phil Parsons Racing and the driver Josh Wise. My weekly sales goals were to raise enough funding, through car and driver sponsorship, to cover the costs of the race car's expenses, such as new tires and engines. Once a partnership had been secured my role was to discuss sponsorship deliverables, plan the logistics of the NASCAR weekend for the brand, and deliver VIP services to ensure the sponsor's requirements were met and they achieved a satisfactory ROI. Every sponsorship relationship is unique and every NASCAR race totally different, so adaptability and creativity were key. I also helped with team merchandising, media relations and social media content during race weekends.

Nike

Professional Triathlete

January 1993 - December 2013 (21 years)

Bath, England, United Kingdom

Professional Achievements:

9x British Pro Champion

9th - ITU World Cup Pro Ranking

9th - World Pro Tour Ranking

Ironman™ UK 70.3 Pro Champion

7x Ironman™ 70.3 Pro Podiums

British Sydney Olympic Games Squad

Scottish Manchester Commonwealth Games Team

London Triathlon Pro Champion

Powerman™ UK Pro Champion

Royal Windsor Triathlon Pro Champion

2x 2nd ITU World Junior Championships

ETU European Junior Champion

2nd - ETU European Junior Championships

For 21 years I was a dedicated professional triathlete on the British Olympic program and sponsored by Nike and Pepsi/Gatorade. 21 years of getting out of bed at 4am and exercising for 6 hours a day develops grit at the highest level. Outside of the commitment, dedication and attention to detail required at this level of sport, I was responsible for the physical wellness and mental coaching of the PepsiCo corporate Executive team as part of my sponsorship agreement. I coached elite mindset skills for business leadership through endurance sports training, with a program I later called 'The Pursuit of Excellence'. In addition to this I ran weeklong corporate team wellness retreats both in the UK and Europe, where we would focus on physical and mental wellness, and team building. Public speaking, media relations and satisfying sponsorship contract obligations were also regular requirements needed to succeed as a Professional athlete.

Education

University of Bristol