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## Ricky L. Tucker

### **FOUNDER**

RIX International, LLC

Ricky L. Tucker, founder of RIX International, LLC “Be Your Best,” is a professional life coach with more than 25 years of experience; and is a trusted advisor to executives, athletes and entrepreneurs. A graduate of the University of Tennessee at Knoxville with a major in sociology and a minor in broadcasting, Ricky served as a Dale Carnegie instructor for almost 10 years. He received his training to become a professional coach from Corporate Coach U.

Known to his clients and colleagues as “Coach RIX,” Ricky is quite capable in varied roles from life and business coaching to public speaking and consulting. In his corporate roles he has been responsible for leading local, state and regional teams. He has managed, coached and developed direct and indirect local, regional and national sales teams, and has developed relationships and negotiated contracts with national retailers such as Radio Shack and Dillard’s.

Throughout his career, Coach RIX has emulated his own “Be Your Best” motto, whether as a sales leader, a No. 1 retail general manager or as the recipient of countless accolades for his performance including, the Winners Circle Award (117 percent performance), National President’s Award and Ambassador Award.

His firm, RIX International, LLC, has worked with small and large entities in a Strategic Planning, Organizational and Leadership Development, and Business Development. His goal is to help individuals and organizations maximize productivity and profitability.

In 2012 Ricky founded Coach RIX Winners, a 501(c) 3 Non-Profit Organization designed to help young athletes succeed, beyond their sport, in life and in business.

Coach RIX is a member of the Collierville Chamber of Commerce, the Black Business Association and a former mentor with the Memphis Grizzlies “Team Up” Mentoring Program.

Ricky resides in Collierville, TN with his wife Gwendolyn. They are actively involved in their local church and in the community.



#### **RESIDENCE:**

COLLIERVILLE, TENN.

#### **EDUCATION:**

UNIVERSITY OF TENNESSEE  
KNOXVILLE

B.A., 1979

#### **FOUNDED RIX INTERNATIONAL:**

2002

#### **FOUNDED 501(C)3 COACH RIX WINNERS:**

2012