



Rick Bennet
2017 AMA Distinguished Marketing Executive

The American Marketing Association 2017 Distinguished Marketing Executive, sponsored by the UCM chapter of AMA and the Department of Marketing & Public Relations, is Mr. Rick Bennet, Co-Chief Executive Officer of CCA Global Partners, Inc. Rick spoke to students and faculty from the Harmon College of Business & Professional Studies on October 5, 2017.

Rick Bennet is Co-Chief Executive Officer of CCA Global Partners, a cooperative of independent retailers with over 3,500 locations. A retail industry veteran, Bennet has experience that spans domestic and international multi-unit businesses and complex organizations, generating annual revenues ranging from \$500 million to \$14 billion. Prior to joining CCA Global Partners, Bennet was with the May Department Stores company for over 27 years. He began as an executive trainee and rose to become President and CEO of the Famous-Barr Department Stores in St. Louis and later President and CEO of Kaufmanns in Pittsburgh. Bennet ultimately became Vice Chairman of May, which operated 450 stores with revenues of \$14 billion.

Rick has also been a Private Equity Industrial Partner with Ripplewood Holdings, a member of the Board of Directors at Charming Shoppes and at Drugstore.com, and the CEO of Direct Holdings Worldwide an international direct marketing business. Recently, Bennet was elected to the Board of Directors of Ace Hardware, a cooperative of over 4000 independent retailers. In addition, Bennet is a Trustee of the Glacier National Park Conservancy. He has served as an Adjunct Professor at the Olin School of Business at Washington University where he developed the curriculum for Social Entrepreneurship in partnership with the Brown School of Social Work.

Bennet is based out of CCA's corporate office in St. Louis, Missouri.