

Todd Rickel

Education Futurist

Summary

Experienced executive across multiple industries: education, technology, telecom, financial, healthcare and real estate. Recognized national industry leader in K-20 education involving both online and campus assets. National experience in branding/marketing and business development growth. Senior executive with proven academic, technology, financial, operations and leadership success in building new businesses and turnarounds. Direct P&L responsibility across online, campus and multi-state operations. Academic credentials support leadership in domestic and international education. Specialties: online education and distance education, student retention, student satisfaction, admissions compliance and growth, online degree programs, LMS platforms, executive operations management & right sizing, mergers & acquisitions, marketing & branding, faculty development, accreditation, curriculum development, new campus expansion and start-up, technology management, crowdfunding, VoIP telecom, healthcare and real estate investments.

Experience

Senior Advisor at RAZR Ventures

November 2014 - Present (10 months)

Dr. Rickel serves as a senior advisor to RAZR Ventures across education, technology, telecom, real estate and healthcare industries. At RAZR Ventures we think access to capital should provide Issuers and Investors with exceptional access to a vibrant community of like-minded people. With our highly interactive crowdfunding platform, open to a global community of investors, we offer an alternative to the traditional funding process. Choose from equity for emerging companies, real-estate funding, or debt funding for all types of projects. RAZR Ventures provides a highly attractive marketing portal leveraging the benefits of crowdfunding for Regulation D, 506 (c) offerings. Simply put, everybody wins with faster times to market, lower costs and greater access to accredited investors looking to make attractive investments.

Partner, Board of Directors at Conservaco, LLC

January 2014 - Present (1 year 8 months)

Conservaco, LLC, is a management and business development company investing in innovative technology businesses and offering advisory services that help companies grow profitably by developing superior products, processes, marketing, and great leaders. Conservaco, LLC, has launched CrowdFundingPays.com, for crowdfunding of all types of business and nonprofit ideas. The company also operates IgniteCFP.com the first fully integrated marketing and PR firm for crowdfunding, HowtoCrowd.Fund to provide online crowdfunding courses that help campaigners improve their chances of hitting their funding goals, VoiceofCrowdfunding.com weekly radio show with special guests sharing an hour of conversation about

crowdfunding, and FundHack.com to help technology and business entrepreneurs create and launch successful crowdfunding campaigns during an intensive weekend Hackathon.

Assessor at EDU an IGO of the United Nations at EDU.int

2011 - Present (4 years)

EDU Accreditation is a simplified form of Accreditation available for Schools, Colleges, Universities and other Institutions of Learning around the world who wish to Prove Legal Status and Competency to Operate. The EDU Accreditation System was developed to ensure that institutions in developing countries have a fair opportunity of membership based on their legal recognition, respectability and competence in their home country or jurisdiction of operation.

CEO, Managing Member at Rickel Education Group

October 2006 - Present (8 years 11 months)

Serve as chairman and chief executive officer. Established in 2006, REG is a consulting firm and business incubator across education, technology, telecom, and financial industries. REG Consulting serves clients with services including eCommerce, crowdfunding, regulatory/ compliance, online LMS, marketing and branding, facilities operations, international recruiting, unit based enrollment growth, fiscal management and financial forecasting and analysis, business operations, curriculum development, faculty hiring and training, student services, and accreditation. Clients include: Private equity interests, non-profit state and private colleges and universities, multi state career colleges, curriculum providers, and other general business and technology entities.

RVP Anthem Education Group at Anthem College Online

April 2012 - September 2012 (6 months)

Campus executive officer for online division. M&A turnaround and rightsize. Improved revenue, profitability, admissions metrics, education quality and performance, operations and financial services improvements.

1 recommendation available upon request

Corporate Vice President eLearning at Herzing University

October 2008 - April 2012 (3 years 7 months)

As a member of the home office executive team reporting to the President/CEO and Board of Directors, the Vice President of eLearning is responsible for system wide implementation of online training, education, and resource management.

1 recommendation available upon request

Online President at Herzing University

October 2008 - April 2012 (3 years 7 months)

Online campus executive responsible for fiscal management and operations of online campus. Divisions under management include Admissions, Career Services, Financial Aid, Student Accounts, Student Services, Registration, Business Development (Military, Corporate, International, High School, Native American,

Post Secondary, and Government) and Academics (graduate, undergraduate, continuing education, and curriculum development).

10 recommendations available upon request

Chairman at Rager Media Inc.

June 2007 - December 2008 (1 year 7 months)

Board Chairman for nationally acclaimed independent publisher of quality fiction. Founded in 2006, the company is undergoing a growth phase with an infusion of strategic capital in order to launch three new divisions including children's books, mystery novels, and Christian books, as well as a parallel venture in online and multimedia products.

CEO, Principal Partner at Bluerock Partners Inc.

May 2007 - September 2007 (5 months)

Brought in to assist the company's entry into the education sector, initial role included functions of Chief Executive Officer such as oversight of acquisition and rightsizing management strategies of target Career College assets, assessment and operational modeling of target acquisitions, development of organic growth plans in revenue and enrollment, rollout and integration of online programs, marketing placements and branding initiatives, and establishing key regulatory and compliance relationships.

1 recommendation available upon request

Executive In Residence at Knowledge Investment Partners

September 2006 - April 2007 (8 months)

As Executive in Residence with Knowledge Investment Partners, responsibility involves contributing expertise in acquisition and management strategies involving education and technology company investments. This encompasses financial, operational, academic, accreditation, and strategic growth analysis of potential acquisitions and existing investment assets.

SVP Life Skills Centers at White Hat Management

January 2006 - July 2006 (7 months)

The Senior Vice President for Life Skills programs has full \$70M P&L, academic, and operational responsibility for ~10,000 students over twenty-three campuses in three states. Life Skills high schools are cutting edge online education programs designed for at-risk urban students. Web based curriculum is designed around assessment of content mastery and accelerated matriculation.

2 recommendations available upon request

Chief Learning Officer at White Hat Management

November 2004 - July 2006 (1 year 9 months)

Reporting to the CEO, the Chief Learning Officer (CLO) serves as chief academic officer for White Hat companies both corporate and educational including 20,000 (~14,000 online) students over 51 schools in 6 states and multiple LLC's. Position is responsible for testing, assessment, curriculum, and state requirements involving academic compliance with state and federal programs. CLO represents company, schools and

business units at board meetings, state departments of education, legislators, and other public engagements requiring educational expertise in K-12 and post secondary initiatives.

1 recommendation available upon request

VP Distance Education at White Hat Management

November 2004 - December 2005 (1 year 2 months)

Reporting to the CEO, the vice president for distance education group has full \$20M P&L and operational responsibility for nine corporate brands and units. Businesses involve digital technology and content development, online curriculum and course delivery for K-12 schools and tutoring, online and store based retail operations, and enterprises involving strategic and intellectual property. Schools and business units include: -Ohio Distance and Electronic Learning Academy -Pennsylvania Distance and Electronic Learning Academy -Colorado Distance and Electronic Learning Academy -iHomeSchool, LLC -iQ Digital Studios, LLC -LydiaLearn, LLC -NCLB Tutors, LLC -Brilliant Learning Centers, LLC -Hope Academy High School Campus

Campus Director at University of Phoenix

December 2002 - October 2004 (1 year 11 months)

Full P&L and operations responsibility equivalent to a college/regional campus president. Initiated start-up campus operations from scratch and grew to 500 students at two locations in less than two years.

8 recommendations available upon request

Regional Executive Director of Academic Affairs at University of Phoenix

January 2001 - November 2002 (1 year 11 months)

As regional Chief Academic Officer, provided academic and programmatic oversight for nine campuses in five states approaching 10,000 students. Coordinated hiring and training of full time and part time faculty, represented the Midwest on University Provost Council, contributed to strategic expansion plans and market analyses, and directed regional accreditation efforts during five-year Higher Learning Commission reaffirmation visit.

Director of Academic Affairs, Ohio at University of Phoenix

May 2000 - December 2001 (1 year 8 months)

As campus Chief Academic Officer, this position provided oversight for academic programs at the Cleveland campus. Initiated start-up campus academic operations from scratch and in just over 12 months achieved and maintained highest rated academic measurements in university.

1 recommendation available upon request

Skills & Expertise

Accreditation

Technology Management

Curriculum Design

Admissions

Start-ups
Higher Education
Online Advertising
Operational Excellence
Student Engagement
Customer Retention
E-Learning
Charter Schools
Distance Learning
Staff Development
Leadership
Academic Administration
Executive Management

Education

Kent State University

PhD, Education, 1997 - 2000

Kent State University

MA, Cultural Anthropology, 1992 - 1996

Kent State University

BS, Biology, 1986 - 1991

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25 people have recommended Todd

"Todd is an excellent Vice President of Regional Online Services at Anthem Online College. His innovative ideas, excellent interpersonal skills and ideas were an asset to the college. He was friendly, professional at all times and finished projects and resolved issues in a proper and professional manner."

— **Colleen W.**, *Program Head/Team Leader Education, Florida Career College*, reported to Todd at Anthem College Online

"Dr. Todd Rickel understands education. All of it. From excellence in teaching and student support to recruitment, operations to leadership and staff/faculty development, and current trends in education to what's to come, Todd is on it - doing it, leading it, and predicting it. I had the good fortune to work with and personally get to know Todd when he first joined Herzing University. At the time, I was transitioning from the Online campus to the corporate offices. Since then, it's been a pleasure to support Todd's initiatives and learn from him in the process; it's a rare individual who is as knowledgeable and passionate about providing quality education as he is business savvy, and I can't think of anyone who embodies that more than Todd Rickel."

— **Angela M.**, *Director of Communications and Creative Services, Herzing University*, worked with Todd at Herzing University

"Todd Rickel has been truly influential to me in my career at Herzing University. He supported me when I transitioned to several new roles in new departments, and helped me to realize my strengths and potential. He also advocated for me to earn my master's degree and to participate in the organization's management development program. Todd was a strong, innovative, and effective leader; and set a positive example of professionalism and integrity for the staff and students of Herzing University."

— **Katy G.**, *Director of Registration, Herzing University Online*, reported to Todd at Herzing University

"Dr. Rickel is a leader and developer of people. His commitment to building strengths of team members is greater than any manager that I have ever worked under. Dr. Rickel believes in engaging his staff in meaningful thought, which allows team members the freedom to create new ideas. Our business benefitted from team members' harbored innovations and the staff was motivated by internally developed initiatives. Through Dr. Rickel's guidance and careful management I have seen tremendous growth both personally and

professionally. I would recommend Dr. Rickel as a mentor, manager, and leader to anyone who desires to work in a capacity that will allow for great personal growth."

— **Ryan M.**, *Associate Director of Career Development, Herzing University Online*, worked indirectly for Todd at Herzing University

"Dr. Rickel is an exceptional leader. I was inspired to strive for greatness as he leads by example. Our University experienced tremendous growth and operational improvement under his leadership. He is very detailed and has strong analytical skills. Dr. Rickel is fair and open to new ideas. He knew when to let you soar on your own and when you needed a little wind beneath your wings. It was an honor and a pleasure to work for him."

— **Veronica H.**, *Director of Online Business Operations, Herzing University Online*, reported to Todd at Herzing University

"Todd is a highly ethical and driven individual with outstanding leadership skills. He has been an amazing mentor to me personally, and many others in our organization over the past several years. The knowledge he possesses within the educational industry and specifically e-learning allows him to confidently move an organization forward. Todd has a knack for finding ways to lead people to areas they didn't realize or believe they could go. He does not just give the answers and solution but helps you find it yourself and along the way identify additional strengths or opportunities to succeed. It has been a pleasure and an honor to have been able to work with him professionally and get to know him personally."

— **Ben N.**, *Vice President of Enrollment Management, Herzing University Online*, reported to Todd at Herzing University

"As an alumna of Herzing University Online, I am proud that our university is in such capable hands. Dr. Rickel understands not just the business side of being the president of a university, but the commitment to delivering a quality education that is needed for Herzing to remain successful and continue to grow."

— **Aimee S.**, *Global Compliance Manager, Benchmark Electronics*, was with another company when working with Todd at Herzing University

"Todd has been a very good Campus President that has brought new visions and success to Herzing University Online. I feel very comfortable in knowing that if I need to, I can address Todd directly and get the direction and guidance necessary to resolve any issue I am facing."

— **Shaun K.**, *Assistant Director of Admissions, Herzing University Online*, worked indirectly for Todd at Herzing University

"Todd is the textbook definition of a leader bringing our campus and staff a sense of team and comradeship, a drive to achieve great things and the challenge to be the best we can be. Todd's sense of humor partnered with

his ability to see both the big and little pictures, intellect and level headed approach make him a pleasure to work. The Herzing Educational System is very fortunate to call Todd a member of the team."

— **Amy C.**, *Director of Career Services, Online/Director of Alumni and Employer Relations, Herzing Corporate, Herzing University*, reported to Todd at Herzing University

"Todd has been an amazing individual to work with. He has been extremely supportive and a wonderful team player. Opening the Kenosha campus wouldn't have been so successful without the help of Todd and his Online team. Thanks for all your help Todd! Krista Wills Campus President, Herzing University-Kenosha Campus"

— **Krista W.**, *Campus President, Herzing University*, worked directly with Todd at Herzing University

"Todd is a real professional in higher education. I have tried to get him on our team...he is worthy listening to!"

— **Dr. Michael K. C.**, *Chairman, SignificantFederation, LLC*, worked with Todd at Herzing University

"Todd has always been a pleasure to work with on joint initiatives. His forward vision along with organizational understanding helps bring ideas to reality for his team and the University overall."

— **Matthew S.**, *Director of Admissions, Herzing College*, worked with Todd at Herzing University

"I had the distinct pleasure and good fortune to work with Todd in his capacity as CEO of Bluerock Partners. Todd is an extraordinarily capable leader and visionary who never confuses tactics with strategy --- or is sparing or in want of either. Additionally, his strength of character is above reproach."

— **Brett Dison M.**, *EVP of Strategic Partnerships, Bluerock Equity Partners*, reported to Todd at Bluerock Partners Inc.

"Todd is one of the brightest people I've worked with. He has a remarkable ability to get people to see the art of the possible. He's also a great implementor. I worked with Todd during a period of incredible growth of the Lifeskills Centers. He was a major contributor to the rise of virtual schooling and remains one of my favorite professional partners."

— **Jim B.**, *Founder and CEO, Power-Glide*, was with another company when working with Todd at White Hat Management

"I had the pleasure of being a service provider for Mr. Rickel during his time at White Hat Management. Without exception, I found him to be dedicated and committed to making a difference in the educational landscape. He is further assisted by a strong command of his field, as well as an easy-going persona that makes one want to be part of his team. I feel that anything he touches can be, not only successful, but rewarding to anyone involved."

— **Vivek Bagal**, *Client Technology Technician, Schoolone.com*, was a consultant or contractor to Todd at White Hat Management

"Todd was Chief Learning Officer and Senior VP during my tenure with White Hat. He was always supportive and provided insightful guidance on both tactical and strategic issues. Todd challenged his team to think outside the box and was always mindful of acting ethically and with integrity. His passion for excellence, loyalty, and deep understanding of the political landscape in the education industry sets Todd apart. Todd is a perennial team player, attentive listener and the consummate problem-solver. His big picture view was always helpful in understanding the complexities of how the business unit I managed interfaced with the industry and other divisions in the company. I would be honored and excited to work with Todd again if the opportunity arose."

— **Robert G.**, *Director of Supplemental Educational Programs, NCLB Tutors (subsidiary of White Hat Management, LLC)*, worked indirectly for Todd at White Hat Management

"Todd has a unique ability to see things as they really are. He can take a complicated business problem, quickly identify performance gaps, and direct efforts that produce results. He spends focused time on what he is passionate about, much of which centers around developing others. The integrity woven into all areas of his life has created many trusted business partners and friends. Todd's capacity for leading successful business is far reaching. A truly brilliant mind and experience to turn ideas into Best in Class business."

— **Troy G.**, *Director of Enrollment, Enrollment Rep, University of Phoenix*, reported to Todd at University of Phoenix

"Todd consistently demonstrates a high standard of integrity, ethics, and quality in all that he does professionally and personally. He is an asset to every endeavor in which he participates and any organization would benefit from his contribution."

— **Sean G.**, *Director of Enrollment, University of Phoenix*, worked directly with Todd at University of Phoenix

"Todd is a dedicated and pragmatic educational leader. He is capable of growing and sustaining a large campus or region while fostering a positive faculty and staff culture of winning and high performance. Todd's past operational performance, high energy, operational perspective, and ability to build broad support for new ideas and innovation are only a few reasons why I am happy to provide him with this positive recommendation."

— **Theodore C. B.**, *VP, Michigan Campuses, University of Phoenix*, worked directly with Todd at University of Phoenix

"To whom it may concern: I would like to recommend Todd Rickel as a candidate for a position with your organization. I worked with Todd during his tenure as a Campus Director at the University of Phoenix. Todd

did an excellent job in this position and was an asset to the organization during his tenure with the office. He has excellent written and verbal communication skills, is extremely organized, can work independently, and is able to effectively multi-task to ensure that all projects are completed in a timely manner. Todd would make a great addition to any educational institution. If you have further questions, I can be reached at 630-200-4971. Sincerely, Micki Pyszkowski Director of Admissions - Apollo College"

— **Micki P.**, *Senior Director of Admissions, University of Phoenix*, worked with Todd at University of Phoenix

"Todd is a dedicated, results oriented and effective leader. His student-centered approach and performance based processes resulted in consistent success."

— **Bill B.**, *Senior Vice President - Enrollment, Apollo Group*, managed Todd indirectly at University of Phoenix

"Todd is an exceptional leader. His ability to bring out the best in his teams is noticeable in the high performance of his campus. I relied on Todd a lot while learning this role and I found him to be patient, professional and dedicated to the company's vision and values. He sees the big picture and is able to bring it down to any level to ensure everyone is working together toward a quality environment that provides outstanding customer service and product delivery. Todd will excel in all his positions and it was a pleasure to work with him and absorb his knowledge while observing his skilled leadership style."

— **Sheila K.**, *Associate Campus Director, University of Phoenix*, worked directly with Todd at University of Phoenix

"It has always been a pleasure to interact with Todd. He's an excellent listener and communicator. Todd has a good grasp of the analytics needed to make sound business decisions and a strong desire to succeed. He has also managed to achieve a balance between professional and personal life, a quality that sets a good example for others. Those who have the opportunity to work with Todd are fortunate."

— **Heather B.**, *AVP Business Operations, University of Phoenix*, worked with Todd at University of Phoenix

"Todd excels at establishing teams and building quality processes that work and stand the test of time. He has a keen eye for detail and ensures quality standards are met or exceeded."

— **Eric Z.**, *Associate Campus Director, University of Phoenix*, worked directly with Todd at University of Phoenix

"Todd was a very supportive and empowering manager. He was an expert in his job and willingly shared his knowledge. In addition, he made sure to provide recognition for accomplishments and made sure opportunities were provided to grow. He modeled what he expected of his employees. Todd was someone I enjoyed working for and with."

— **Doris S.**, *Campus College Chair, Business and FlexNet Programs, University of Phoenix*, reported to Todd at University of Phoenix

[Contact Todd on LinkedIn](#)