



**R**ick Bowers is president of Success Insights International, Inc., the leading provider of assessment-based performance solutions world-wide. In 1988, Bowers joined the team at Target Training International (TTI), the developer of Success Insights' research-based assessments. Over the last 20 years, Bowers has played an instrumental role in the success of both companies, with experience in marketing, product development and network distribution development. In fact, Bill J. Bonnstetter, chairman of the board for TTI, credits Bowers as being an accomplished "Jack-of-all-Trades."

Since 2001, Bowers' exclusive work with Success Insights has included product training, marketing and business development. As president, he focuses on managing the daily operations of the company and implementing new assessment products and solutions that enhance the application of assessments in the workplace. Bowers also continues to lead business development and product training initiatives world-wide. Recently, Bowers was recognized as the first keynote speaker at the International Management Forum in Mumbai, India. He has also introduced and trained distributors and clients in over 25 countries on six continents around the world on various product lines including TTI TriMetrix®.

Bowers was raised in Iowa and moved to Phoenix with his family prior to attending college. He immediately began working for Target Training International and began his career with the company after receiving his Bachelor of Science degree in marketing from Arizona State University. Bowers is a consultant in good standing at the Robert S. Hartman Institute in Knoxville, Tenn., which studies and extends the theory of axiology. Bowers is also a certified behaviors (CPBA), values (CPVA), TTI TriMetrix (CPTA) and TTI DNA™ (CPDA) analyst.

Bowers enjoys spending time with his wife Ashley, and their sons, Logan and Noah, as well as their extended family and friends. He plays an active role in youth activities as a football, soccer and baseball coach. In their free time, Bowers' family enjoys traveling, boating and water sports.

Since 1996, Success Insights International, Inc. has partnered with consultants and other business professionals to provide validated, reliable assessment tools to the corporate environment. Through a network of over 1,000 distributors outside of North America, Success Insights supplies TTI's personal and professional assessment tools in over 70 countries and over 25 different languages to help organizations meet the challenges of today's marketplace.

**Contact: [Rick@successinsights.com](mailto:Rick@successinsights.com)**