



Senior Consultant

Cid Rhomberg

Dublin, Ohio

Cid Rhomberg works with executives and leaders to help them discover their potential based on embracing three critical drivers in every organization: people, productivity and profitability. She joined FranklinCovey as an executive coach in 2016 and became a consultant in 2020. After holding executive positions in strategic planning and marketing in Fortune 100 companies, she recognizes the competencies, skills and leadership characteristics that result in successful executives, teams and outcomes. She is comfortable working in various industries based on her B2B and B2C experience to include healthcare, manufacturing, distribution, retail, construction and MRO. She has led large teams focused in the areas of strategy design, channel growth, customer experience and intelligence, brand, digital and creative.

Highlights

Innovation award winner

25 years leading teams and holding executive marketing positions

Started two companies as a female business owner

Married 30+ years

Proud mother of all boys

Education & Certifications

- B.S. Marketing & Logistic (dual degrees) – Ohio State University
- Certified Professional Business Coach
- Certified Advanced Facilitator
- Behavioral/Personality Assessment Tools

What learners say about Cid...

“Cid had a tone and candor that enabled me to feel calm and reflect on experiences internally; I was willing to share my experiences with her and the group. I also appreciated Cid's directness when a comment was made, or an experience was shared, and she encouraged us to reflect on that as a group.”

“Fantastic dialogue, facilitator - Cid is a great listener and encourages great discussion and offers solid advice.”