



Executive Biography

Rick Serkin

WOLF Means Business

Rick Serkin makes a living out of believing in people. His commitment to those he serves as a leader, when combined with his innovative strategies to grow business and strengthen customer relationships, equip him perfectly to help WOLF clients build their businesses.

Rick has nearly 25 years of experience in retail, including 22 years in leadership. The vast majority of his experience came while leading thousands of employees through massive change and growth for Best Buy Co., Inc., the multi-unit, leading global retailer of technology and entertainment products and services. He jointly created revolutionary training programs for employees globally, embraced new technology to make training efficient and effective, launched new product lines and partnerships and played a vital role in integrating newly acquired businesses into Best Buy. His roles included:

- Senior Director of Retail Learning
- Director of National Sales
- Lead for a New Business/New Customer Acquisition
- Director of Sales Development
- Lead for the Change Implementation Team
- Director of National Sales
- General Manger

Prior to Best Buy, he worked for regional consumer electronics chain, Highland Super Stores. Rick earned his bachelor's degree from Southern Illinois University in Edwardsville, Ill.

Professionally, Rick also is working on a leadership development book and is consulting with an investment strategist.

Spending time with his family is very important to him, as are his many activities in the community. Throughout the years, volunteerism has included the Special Olympics, Make-a-Wish Foundation, S.A.V.E. Foundation, Johnnie Boscoe Boys Club and the American Red Cross. In his spare time he enjoys cars, traveling and – his biggest passion – golf.