

**Mike Rarer** is a speaker and leadership and goal attainment coach who helps leaders, teams, and individuals activate practical success principles to reach more of their goals in business and in life.

His journey began in a working-class family where uncertainty was constant, and stability was never guaranteed. From an early age, Mike experienced how both financial pressure and emotional challenges at home can shape the choices people believe are available to them—and the outcomes they ultimately achieve. Determined to build a different future, he worked his way through college and began his career just one step ahead of financial hardship.

Over the next several decades, Mike built a leadership career in the technology industry, serving in roles that ranged from startup CEO to senior executive in organizations spanning early-stage companies to the Fortune 500. He led high-performing teams across sales, services, and operations; helped companies raise capital; participated in IPOs; and guided organizations through acquisitions and growth initiatives across North America and internationally.

Those experiences shaped the practical success principles Mike now teaches through his keynote presentations and coaching conversations. His work focuses on helping people strengthen what he calls **Success Superpowers**—including self-awareness, courage, accountability, and focus—so they can make consistent progress toward meaningful goals.

Mike is also the founder of **Cheerful Gear**, a platform created to make emotional health support more accessible through free, practical tools that help people prioritize self-care, strengthen relationships, and build resilience—work that is deeply rooted in his personal journey.

He is the author of *Whiteboard Wisdom*, a book based on the ideas he first shared with students as a guest speaker at the Scheller College of Business at Georgia Tech.

Today, he speaks to organizations and institutions about goal attainment, leadership, and the simple, practical principles that help people move from intention to meaningful results.