



Tony Di Rico is the founder of Profit Hunters International, a business consulting firm which focuses on working with organizations in the area of “**Workforce Optimization**” providing a number of **Talent Management Programs** and **Comprehensive Assessment Tools** to Recruit, Hire, Train, Develop and Retain an organization’s Most Valuable Assets – Their People. Additionally Profit Hunters trains and supports Coaches, Consultants and Training Organizations in the use of the firm’s tools i.e., Winslow Human Behavior Assessment, Organization 360 Survey, Employee 360 Survey and Employee On-boarding Software.

Prior to founding Profit Hunters International, Tony was a hospitality industry executive with over 35 years of experience having held senior level positions such as President, COO and CEO with both private and public companies with responsibility for Operations, Sales and Marketing, Food and Beverage, Education and Training, Revenue Management and Quality Assurance services for as many as 5,000 hotels in the U.S., Canada and the Caribbean.

As an Elite Winslow Certified Business Consultant, he has been trained and certified to market and support the Winslow Reports™ a unique human behavioral assessment system for organizations and individuals. Winslow Research Institute has provided its Behavior Assessment Systems to organizations, professional sports teams and individuals for over 40 years. The program has been successfully used by all 30 NHL Teams, 13 NFL Teams, 5 NBA Teams, 16 Olympic National Teams including the 1980 Hockey Team that won the Gold Medal as noted in the movie Miracle on Ice, 500+ Colleges and all of Major League Baseball for the last 40+ years. Personal coaching organizations such as Professional Education Institute and well know authors such as Robert Kiyosaki, Jack Canfield, Denis Waitley and hundreds of coaches use the Winslow Reports™ in their programs. Additionally, certified in Workplace Star’s Organization 360 Degree Survey tools, Leaders Nation Employee 360 Degree Survey tool and the Revenue Accelerator’s On-boarding System.

Recent Assignments:

1. Magnolia Pharmacy and Home Medical Equipment <http://magnoliapharmacy.com/> – ongoing consulting on “Workforce Optimization” which includes the use of Winslow Human Behavior Assessment System & Organization 360 Assessment.
2. KBW Supply <http://kbwsupply.com> - ongoing consulting on “Workforce Optimization” which includes the use of Winslow Human Behavior Assessment System.
3. Tom Feltenstein <http://www.tomfeltenstein.com/> - ongoing consulting on “Workforce Optimization” which includes the use of Winslow Human Behavior Assessment System.
4. Merit Brass Company - <http://www.meritbrass.com/index1.htm> - ongoing consulting on “Workforce Optimization” which includes the use of Winslow Human Behavior Assessment System & Organization 360 Assessment.
5. Dakota Supply Group <http://dsginc.biz/> - ongoing consulting on “Workforce Optimization” which includes the use of Winslow Human Behavior Assessment System.
6. Signature Breads <http://www.signaturebreads.com/> - ongoing consulting on “Workforce Optimization” which includes the use of Winslow Human Behavior Assessment System.

Education and Professional Affiliations:

- Attended University of Miami, Florida – Marine Biology Major
- Certified Elite Winslow Assessment Business Consultant.
- Certified Organization 360 Assessment Consultant
- Certified Employee 360 Survey Consultant
- Certified On-boarding Consultant

Contact information:

Tony Di Rico



Profit Hunters International, Inc.

Consulting - Personality Assessments - Coaching

Organization 360° Website: <http://www.workplacestars.com/profithunters>

Employee Assessment Website: www.HRWinslowReports.com

Profit Hunters Consulting Website: www.ProfitHunters.biz

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