



RICK GRBAVAC | VICE PRESIDENT, ACCOUNT MANAGEMENT

Rick Grbavac serves as vice president, account management, and is dedicated to helping clients dramatically improve their operations. Since joining the company in 2002, Grbavac has become a trusted advisor and partner in spreading best practices and positive deviant wisdom to the Cerebyte client base.

At Cerebyte, Grbavac has served various clients in the retail sector – including Sears, Advance Auto Parts and Maurice’s – and in the financial sector – including Strategic Financial and QLKey. He has also implemented additional best practices in the product development, IT project management, construction, manufacturing and medical fields.

Grbavac’s experience in developing marketing planning systems prepared him to quickly understand the power of Cerebyte's technology. With a background in sales, marketing and organizational development, Grbavac was involved in managing sales groups and re-engineering corporate structure and culture at industry-leading organizations such as Jantzen and VF Corporation. He also served as a senior partner in the business development firm of Cason, Grbavac & Murphy.

Grbavac earned a Bachelor of Science in business administration from the University of Oregon and then went on to receive a Master of Business Administration from Pepperdine University. He lives in Portland, Ore., with his wife Debbie and four children. In his free time, Grbavac enjoys golfing, fly fishing and hiking Oregon trails.