

RICK LOOSER
COO, THE CIRLOT AGENCY

For seven back-breaking, sun-scorching summers during high school and college, Rick toiled at a small Tuscaloosa, AL, landscaping business called Dunn Landscaping. This is where he first heard the unconventional credo “it ain’t enough to love flowers, you gotta hate weeds.” And it is this credo that helped Rick form an unconventional work ethic – one that has helped catapult him to early success.

Rick’s mettle was tested early in his career when working his first-ever P.R. job. While the Public Relations Director of the Alabama Poison Control Center, Rick faced and successfully overcame every P.R. practitioner’s worst nightmare – the aftermath of a *60 Minutes* investigative report.

Recognized as one of the top P.R. professionals in the country, Rick has worked for a virtual who’s who of business and industry, including Northrop Grumman, Raytheon, Sherwin Williams, Boeing, Blue Cross/Blue Shield and Cingular, among others. Rick was also the lead communications strategist for the competition to win one of the largest defense contracts ever awarded by the U.S. Navy, the DD(X) program, estimated at more than \$60 billion.

Rick is a sought-after speaker and media industry expert. He has been interviewed and featured in articles by *The New York Times*, *USA Today*, *U.S. News & World Report*, *The Washington Post*, *The Christian Science Monitor* and *The International Herald*, to name a few. He has also been featured on National Public Radio’s *Morning Edition*, MSNBC and on NBC’s *Today Show*.

Rick has served on the national Advertising Advisory Board of Directors for *Congressional Quarterly* magazine based in Washington, D.C., which is considered the most comprehensive news source on Congress. He has also served on numerous other industry and non-profit boards.

Rick is President and COO of The Cirlot Agency, a Mississippi-based, full-service, marketing, public relations and corporate communications firm, representing accounts on a national and international basis ranging from Fortune 100 companies to some of the world’s largest privately held corporations.

Rick Looser, continued

A graduate of the University of Alabama, Rick was recently named the Outstanding Alumnus in Public Relations for the University of Alabama's College of Communication. He is married to the founder and CEO of The Cirlot Agency, Liza Looser. They have two teenagers, daughter, Regan, 16, and son, Tripp, 15. The Loosers attend Pinelake Baptist Church where the entire family is very active.