

## SPEAKER BIO

# Tim Richardson

**FOUNDER, OWNER AND CEO**  
ENLIVEN, LLC

---



Tim Richardson is an expert in negotiating and managing best-in-class exclusive pouring rights agreements between either Coca-Cola or Pepsi and restaurant companies, airports and hospital systems. Through these beverage marketing and distribution partnerships, Richardson and his team at Enliven generate significant savings and new, nontraditional revenue streams. It is common for Enliven's larger clients in all three practice areas to realize multiple millions of dollars in net, bottom-line financial gains.

Richardson helped pioneer pouring rights agreements in the healthcare sector and is currently helping to pioneer these agreements in the airport sector. In 2016, Richardson recruited to the firm and has been closely collaborating since with Ben Kitay, a former Coca-Cola, Subway & Cinnabon executive and arguably the world's leading expert in negotiating pouring rights agreements for restaurant companies.

---

## ENLIVEN'S CLIENTS INCLUDE

### RESTAURANTS

Burger King • Popeye's • Chipotle • Potbelly Sandwich Shops • Tim Horton's

### AIRPORTS

John F. Kennedy International Airport in New York, Terminal 4 • Philadelphia International Airport • Abu Dhabi Airport in the U.A.E • Pulkovo Airport in St. Petersburg, Russia

### HOSPITAL SYSTEMS

Community Health Systems (CHS) • Universal Health Systems (UHS) • Quorum Health • LifeBridge Health • Several large divisions of the Hospital Corporation of America (HCA)

---

Prior to founding Enliven in 2005, Richardson held senior-level positions at several marketing firms and led a variety of strategic engagements with regional and national clients, including American Healthways, Capitol Records, The Corporation for Public Broadcasting, Mitre, PONY, ellesse, Smith Travel Research, Brentwood Capital Advisors and the National Federation of Independent Business.

Before launching his successful business career, Richardson was an academic and still loves to teach whenever possible. He was a graduate student and instructor of English at both the University of Georgia and Vanderbilt University. He received his BA and MA degrees in English from the University of Georgia and completed the majority of his doctoral degree work in English at Vanderbilt University.

**PHONE:**  
615.260.3327

**EMAIL:**  
TIM@ENLIVENPARTNERSHIP.COM

**WEBSITE:**  
ENLIVENLLC.COM



## **THE THREE STANDARD PRESENTATIONS THAT RICHARDSON IS PREPARED TO DELIVER TO AUDIENCES OF SENIOR EXECUTIVES WORKING IN THE RESTAURANT, AIRPORT AND HOSPITAL SECTORS ARE**

- 1. Fundamental Aspects of Every Pouring Rights Negotiation with Coca-Cola and Pepsi that Must be Understood to Achieve a Best-in-Class Contract and to Avoid Costly (but Common) Mistakes*
- 2. The Most Important Current Beverage Industry Changes and Trends That Must be Addressed when Negotiating a Pouring Rights Agreement Today*
- 3. What Beverage Deals Will Likely Become in 5-10 Years, and How That New Reality Should Start to Shape Your Relationships with Major Beverage Companies Today*

---

Richardson can tailor his remarks to the specific needs and concerns of supply chain, operations, finance and marketing executives working in Enliven's three target sectors. And, given enough time to prepare, he will gladly tackle other topics within his areas of expertise that meeting organizers propose.

Richardson is most interested in the following types of speaking engagements: **subject matter expertise presentations, luncheon or breakfast addresses, webinars, and workshops.**

Richardson's standard speaking fee is \$1,000, plus expenses. He will waive his fee the first time he addresses a qualified organization.

---

## **RICHARDSON'S PREVIOUS SPEAKING ENGAGEMENTS INCLUDE**

- 1987-1989**  
Teaching several classes of composition and literature at the University of Georgia
- 1990**  
Southeastern Modern Language Association Annual Conference; Tampa, FL; November
- 1991-1993**  
Teaching several classes of composition and literature at Vanderbilt University
- 2001**  
American Advertising Federation - North Alabama; Huntsville, AL; monthly luncheon address on topic of email marketing
- 2001**  
American Advertising Federation-Knoxville; Knoxville, TN; monthly luncheon address on topic of email marketing
- 2006**  
Belmont University, long-term substitute instructor; SAM 6250: Marketing and Public Relations in Sport; Fall

**PHONE:**  
615.260.3327

**EMAIL:**  
TIM@ENLIVENPARTNERSHIP.COM

**WEBSITE:**  
ENLIVENLLC.COM

