

# Cari Haught Coats

3215 Greens Ave.  
Orlando, FL 32804  
407-492-2651

cari@accendoleader.com  
@caricoats

<https://www.linkedin.com/pub/cari-haught-coats/4/533/5b6>



Cari H. Coats is a business advisor, leadership strategist, executive coach and speaker. Coats is co-founder & managing partner of Accendo Leadership Advisory Group. Accendo is a leadership strategy firm offering advisory services for the full spectrum of strategic leadership development specifically focused on executive and transitional leadership coaching, leadership strategy and high performance executive team development. Coats is a certified Executive Coach in the Marshall Goldsmith Stakeholder Centered methodology and works exclusively with executive-level leaders and teams. Coats is also president of C2 Advisors, Inc., providing advisory services that leverage Coats' extensive professional network, C-suite leadership experience and knowledge of strategy, marketing, entrepreneurship, family enterprise, social innovation and the capital markets. Coats is a key advisor to CEOs and executives of numerous high-potential, growth-oriented companies and entrepreneurial ventures, regarding growth, market strategy, leadership and access to capital.

Additionally, Coats is executive-in-residence for entrepreneurship at the nationally ranked Crummer Graduate School of Business at Rollins College in Winter Park, FL. Coats has worked broadly with financial securities and consumer

products companies, sports organizations, entrepreneurial and social ventures, family-held enterprises, as well as alternative investment, venture capital, private equity and venture philanthropy funds. She is a director on the boards of venVelo and the FireSpring Fund, two early stage venture investment funds focused on Florida and the southeastern U.S. Her community and civic leadership are longstanding and far-reaching.

Prior positions Coats has held include chief operating officer, chief strategy officer and chief marketing officer within CNL Financial Group, a leading private investment management firm providing global real estate and alternative investments with a cumulative \$28 billion in assets under management, corporate officer for CFG and its subsidiary CNL Investment Company, corporate officer and founding executive of CNL Real Estate Advisors, a CFG subsidiary which reached \$200M in equity raised and \$650M in assets under management in its first year. While at CNL Financial Group, Coats led an exhaustive growth strategy process in partnership with McKinsey and Company.

Following her departure from CNL, Coats served a key advisory role in the start-up and rapid growth of Franklin Square Capital Partners, a leading alternative investment company which pioneered the Business Development Company as a non-traded security in the retail investment space. Coats also led a year-long growth/exit strategy for one of the largest privately held, family-owned beer and beverage distributors in the U.S. that strategically positioned the company for a significant exit with a double digit multiple.

Additional positions held by Coats include executive vice president of the NBA-franchise Orlando Magic, president of RDV Team Charities and producer/co-host of the nationally syndicated television show PM Magazine. Coats' longest standing role was a 16-year career with the Orlando Magic/RDV Sports where she played a key part in securing the franchise for Orlando, joined the staff as part of the founding management team and quickly rose to one of the highest ranking women in professional sports. Coats was instrumental in the start-up and growth of RDV Sports and all of its holdings, the Orlando Magic, Orlando Solar Bears of the IHL, Orlando Miracle of the WNBA and RDV Sportsplex. Coats also worked closely with RDV Corporation, the family office of the DeVos family, owners of RDV Sports and Amway Corporation, among numerous other assets.

Upon departing RDV Sports Coats completed her Global MBA at Duke University, and was promptly tapped by then newly-elected Orlando Mayor Buddy Dyer to Chair his Downtown Strategic Transition Team. Coats and her blue ribbon committee developed the Downtown Blueprint Plan that has become the roadmap of Mayor Dyer's vision for Downtown Orlando and the catalyst for its explosive growth. A close advisor of Mayor Dyer, Coats has served on numerous civic initiatives under his tenure. Her visionary leadership for Downtown Orlando continues in her recent role as Chairman of the Executive Advisory Board for Project DTO (Downtown Orlando), a strategic planning initiative that will take Orlando into the next decade.

Coats is a frequent speaker and lecturer on the topics of innovation and entrepreneurship, leadership, strategy and growth, social innovation and women's business issues. She is a member of the board of directors of Bajalia International Group, a woman-owned, fair-trade wholesale distributor of artisan-quality goods sourced from more than 20 under-developed nations across the globe; serves on the advisory council for Clean the World Global, the first established Benefit corp (B-corp) in Florida, and the board of advisors for LiveTrends, a living décor design company based in Apopka, FL. Coats is also a founding director of Water Is Life International, an outreach program in Ethiopia, and was a co-founder and managing director of SeaChange Venture Philanthropy. Additionally, Coats is

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a member of the governing body for Athena PowerLink Orlando, a mentoring program for high-growth, women-owned businesses, and a founding board member of WEVentures, a women's entrepreneurship initiative associated with Florida Institute of Technology.

Other professional, civic and community service roles include chairman of the board for the Center for Innovative Healthcare, and executive committee and board member of Orlando, Inc., the Orlando Regional Chamber of Commerce. Past leadership positions include secretary and board member of the National Justice Project, board member of the National Organization for Victims Assistance (NOVA), Nemours Children's Hospital Advisory Council, Florida Conference for Women host committee, Enterprise Florida and the Orlando Museum of Art.

Coats is a graduate of the Global Executive MBA program at Duke University. She serves on the Board of Visitors and chairs the alumni council for the top-ranked Fuqua School of Business at Duke. Her undergraduate alma mater is the University of Central Florida where she received her B.A. in Communications-Radio/TV. Coats was instrumental in the development and start-up of the nationally-ranked Devos Sport Business Management graduate program at her undergraduate alma mater, served on its adjunct faculty for a four-year term and continues to serve as a guest lecturer and advisory board member. She was named the Distinguished Alumnus of the Year at UCF and served on the UCF Foundation board for more than a decade. Coats resides in Orlando, FL with her husband, Russell Coats. They have 20-year-old twin daughters, Kate and Maddie.