
Profile

Robert

First Name

Riefstahl

Last Name

briefstahl@gmail.com

Email Address

Are you a resident of the City of Colorado Springs? Yes No

In what City Council District do you reside? * District 3

Use the following link to determine if you live inside City limits and to find your City Council District:

<https://coloradosprings.gov/city-clerk/page/city-council-districts>

119 S Prospect St

Street Address

Suite or Apt

Colorado Springs

City

CO

State

80903

Postal Code

Mobile: (719) 339-1798

Primary Phone

Retired

Employer

Job Title

Which Boards would you like to apply for?

Urban Renewal Authority: Submitted

Introduction**Briefly introduce yourself and state your interest in serving on a specific Board, Commission, or Committee**

As a former founder and CEO of 2Win! Global, a Colorado Springs based global training and consulting firm, I embrace strategic planning and financial analysis. I understand the importance of urban planning and renewal while sensitive to the needs of local residents and their investment and pride in their local neighborhood. It would be my honor to serve the city and its citizens in this pivotal role.

Relevant Experience and Community Involvement

Highlight any volunteer work, previous service on boards or committees, and community involvement that demonstrates your commitment to public service and the community.

I worked on Mayor Mobalade's mayoral campaign, have served as a board member of TwoCor which helped troubled youth become responsible adults, volunteered in various forms at Grace and St. Stephens Episcopal church, and have attended and participated in various EDC forums.

Supplemental Materials (if applicable)

[Riefstahl_Biography.docx](#)

Include any additional materials that may strengthen your application, such as a resume or examples of your work in the community.

Biography

Robert (Bob) Riefstahl founded 2Win! Global, LLC in 2000 because he recognized the need for software demonstrations to focus on the needs of buyers versus the features of the solution. Since 2001, his firm has trained hundreds of thousands of presales, sales, client-success, marketing and services professionals in over 60 countries on their demonstration, discovery, storytelling, teamwork and executive impact courses. Seven of the top ten global software companies utilize his techniques as do most high-growth and mid-sized firms. Their clients have included global organizations such as Microsoft, Oracle, Adobe, Dassault, SAP, HP and IBM.

Born near Chicago, Illinois, Robert Riefstahl graduated with honors from Northern Illinois University with a Bachelor of Science degree in Marketing. Upon graduating in 1980, he immediately began demonstrating technology equipment and software as a territory salesperson for the Burroughs® Corporation in Jacksonville, Florida. After leaving Burroughs, he took an equity position in a start-up that created and sold physician-billing software. This continued successfully until 1990 when he joined a fast-growing software firm called NxTrend® Technology. NxTrend was acquired by Infor Global Solutions in 2004. Prior to the acquisition, NxTrend created and implemented enterprise-wide software for distributors. In 2001, Mr. Riefstahl started the firm 2WIN! Global.

Mr. Riefstahl currently resides in downtown Colorado Springs in the “Hillside” neighborhood. He has volunteered in a variety of community activities and is energized to help the city in future urban development.