



James Rhee

Author, Red Helicopter

James Rhee is a high school teacher and Harvard Law graduate who became a private equity investor and unexpected CEO. He bridges math with emotions by marrying capital with purpose. His transformational leadership has been recognized by the leading business and civic organizations. His national bestselling book, entitled *red helicopter—a parable for our times: lead change with kindness (plus a little math)*, was published in April 2024 in partnership with Harper One, an imprint of HarperCollins that seeks multi-platform ideas that “transform, inspire, change lives, and influence cultural discussions.” In its debut week, the book was the number one non-fiction book across all channels and media, per USA Today. He is working on related film, music, and television projects. His TED Talk and Dare to Lead interview with Brené Brown have captured the imagination of millions.

red helicopter, his media-education platform of the same name, is an operating system—a way—, that creates, measures, and amplifies a sustainable balance of life, money, and joy in the life of business and the business of life. Its systematic impact has been informed by, successfully applied to, and further refined by decades of investing, leading, and teaching at the highest levels in a myriad of environments. *red helicopter*’s methodologies are grounded in the realities of history and policy, as well as the truths of finance, behavioral psychology, and cognitive science. Above all, it gives us permission to be human.