



Cole Peterson is President/CEO of Hollis Enterprises, LLC, a human resources consulting firm founded in 2004 following his retirement from Wal-Mart Stores, Inc. He specializes in executive coaching, succession planning and keynote speaking engagements.

Peterson served as Executive Vice President of People for Wal-Mart Stores, Inc., where he had the distinction of being the Chief Human Resource Officer of the world's largest private workforce (today: 2.1 million associates worldwide). He headed human resources during Wal-Mart's most aggressive global expansion and helped diversify its workforce. Today, Wal-Mart is the country's No. 1 employer of African Americans and Hispanics.

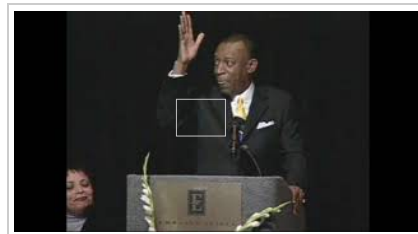
Peterson serves on the corporate boards of J.B. Hunt Transport of Lowell, Arkansas, Build-A-Bear Workshop of St. Louis, Missouri, and Cracker Barrel Old Country Store, Inc. of Lebanon, Tennessee. He is chairman of the compensation and development committees on all three boards and serves on the nominating and corporate governance committees on both the J.B. Hunt and Build-A-Bear boards.

Peterson's numerous recognitions include: The Award for Professional Excellence, The Society for Human Resource Management's highest honor; the Lifetime Achievement Award for Human Resource Excellence from Linkage, Inc.; The Chancellor's Medal for Volunteerism from the University of Arkansas and the Lifetime Achievement Award from the Arkansas MLK Planning Commission. His most recent recognitions are the National Association of African Americans in Human Resource Professionals Trail Blazer Award and the Lifetime Achievement Award from the Arkansas Society for Human Resource Management State Council. Peterson is a Fellow of the Academy of Human Resources, and a member of both Kappa Alpha P...

## Coleman Peterson

### Speech Topics

- Organizational Skills
- Leadership
- Human Resources
- Global Leadership
- Diversity



## Testimonials

"I want to thank you for speaking at the recent Adult Education Graduation Ceremony. Your message was inspirational and motivational. Many of the graduates and their guest commented on your presentation. Your participation helped make this special event even more memorable. Thank you for your continued support."

- Dean of Adult Education, NorthWest Arkansas Community College.

"You are amazing and the breadth and depth of your HR knowledge is enlightening. We are so lucky that you were able to pass on your wisdom and experience with all of us and for that we are thankful. Your presentation was inspirational and it is obvious why you are so well respected in the HR community and around the world. Because of you, our Chapter has a great new start!"

- Vice President, Human Resources World Wide Technology, Inc..