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## **Randal Narike**

*Executive Vice President and Chief Strategy Officer  
Enterprise Holdings Inc.*

Randal Narike, who was promoted in April 2022 to Executive Vice President and Chief Strategy Officer for [Enterprise Holdings Inc.](#), oversees several of the company's mobility services and business lines. In addition, Narike directs the organization's global marketing, customer experience, customer excellence and data analytics teams. He also serves on the Crawford Group Board of Directors.

Enterprise Holdings operates – through an integrated global network of independent regional subsidiaries and franchises – the [Enterprise Rent-A-Car](#), [Alamo Rent A Car](#) and [National Car Rental](#) brands, as well as nearly 10,000 fully-staffed neighborhood and airport locations, including franchisee branches, in more than 90 countries and territories. Enterprise Holdings is the largest car rental company in the world, as measured by revenue and fleet. In addition, Enterprise Holdings is the most comprehensive service provider and only investment-grade company in the U.S. car rental industry.



The company and its affiliate [Enterprise Fleet Management](#) together offer a total transportation solution, operating more than 1.85 million vehicles throughout the world and accounting for nearly \$23.9 billion in revenue in fiscal year 2021. Combined, these businesses include the [Car Sales](#), [Truck Rental](#), [CarShare](#), [Commute vanpooling](#), [Exotic Car Collection](#), [Subscribe with Enterprise](#), [Car Club \(U.K.\)](#) and [Flex-E-Rent \(U.K.\)](#) services, all marketed under the Enterprise brand name, as well as travel management and other transportation services to make travel easier and more convenient for customers. The annual revenues of Enterprise Holdings – one of America's largest private companies – and Enterprise Fleet Management rank near the top of the global travel industry, exceeding many airlines and most cruise lines, hotels, tour operators, and online travel agencies.

Narike began his career with Enterprise in 1985 after graduating with a Bachelor of Science in business management from California State University at Long Beach. Over the next several years he held positions with increasing responsibility and in 1988 was promoted to an Area Manager. Three years later he was promoted to City Manager in Cincinnati, Ohio.

Narike moved to Enterprise's headquarters in St. Louis in 1994 as a Corporate Rental Manager for the company's North American operations, and was promoted shortly thereafter to an Assistant Vice President of Rental. In 1995, he was promoted to General Manager of Ohio's Southwest operations. Narike moved back to St. Louis in 2002 as a Corporate Vice President, overseeing operations in the South-Central U.S., and was promoted in 2004 to Senior Vice President.

In 2009, Narike was promoted to oversee eight operating subsidiaries throughout the country of Canada. In 2016, he was tasked with leading the company's West Coast operations, and later that year he was also placed in charge of Truck Rental. One year later, he was given the additional responsibility of overseeing Rideshare (now Commute). At the beginning of 2018, Narike was promoted to Senior Vice President of Operations, providing long-term strategic planning and opportunities for several Enterprise business lines. Narike was then elevated to Executive Vice President of Global Mobility and Customer Experience in 2019.

Narike was a member of the original Enterprise Diversity Focus Group. He has been active in the United Way and served as 2004 co-chair of the annual fundraising event for the Girl Scout Council of Greater St. Louis. Narike also served on the board of directors for the International Institute of St. Louis for many years as the Chair of the Strategic Planning Committee and member of their Executive Committee.