

Former Lazydays CEO Ron Fleming Launches Business Advisory Practice

Enters into Pinnacle Guide License Agreement, establishing the foundational platform for the new practice.

TAMPA, FL, UNITED STATES, August 17, 2026 /EINPresswire.com/ -- TAMPA, Fla. - August 17, 2026 - Ron Fleming, former Chief Executive Officer of publicly traded Lazydays, has launched [Ron K. Fleming LLC](#), a Tampa-based business advisory practice focused on helping CEOs, business owners and leadership teams build healthier, more predictable and more profitable businesses.

Fleming brings more than four decades of experience owning, operating, growing and leading businesses to the new practice. His career includes co-founding a single-location business, growing it to multiple locations and successfully selling the business. He later helped grow Lazydays from two dealership locations to 25 locations nationwide and more than \$1 billion in annual revenue before ultimately serving as Chief Executive Officer of the publicly traded company.



Ron Fleming, founder of Ron K. Fleming LLC and former CEO of Lazydays.

"My practice is built from real-world experience - not books, seminars or coaching classes," Fleming said. "I've experienced what it's like to start and grow a small business, help build a much larger organization, and ultimately sit in the CEO's chair of a publicly traded company."

Those experiences shaped a simple belief that sits at the center of Fleming's new practice: the product may change, but the fundamentals of running a successful business rarely do.

"Whether you're selling RVs, boats or cars, running an HVAC or construction company, or leading a professional services firm, business is business," Fleming said. "You need the right people in the right seats, a clear purpose and direction, a plan everyone understands, accountability and



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Fleming said his decision to launch the practice grew from a desire to put decades of operating experience to work helping other business leaders navigate many of the same challenges he faced throughout his career.

"I know what it's like to build leadership teams, hold people accountable and carry responsibility for the results," Fleming said. "At the end of the day, the results

land on your desk. That experience gives you a very different perspective when you're sitting across the table from another business owner or CEO."

The Pinnacle Approach is built around five core principles - People, Purpose, Playbooks, Performance and Profit - providing structure while allowing the approach and tools to be adapted to the needs of each individual business.

"What attracted me to Pinnacle was the flexibility," Fleming said. "Businesses aren't all the same, and leadership teams don't all start in the same place. I wanted a platform that allowed me to meet a team where they are, understand what's getting in their way and use the right tools to help them move forward."

That combination of operating experience and a structured but adaptable business framework defines Fleming's approach with clients.

"I'm not interested in walking into someone's company and telling the CEO or business owner how to run the business," Fleming said. "I've sat in that chair. My role is to ask the right questions, bring experience and perspective to the conversation, and help leadership teams get clear about where they want to go, what's standing in their way and the path forward."

Through Ron K. Fleming LLC, Fleming works directly with CEOs, owners and leadership teams to create greater clarity and alignment, strengthen accountability and turn strategy into disciplined execution.

Based in Tampa, Fleming works with companies throughout Tampa Bay, across the region and nationally.

About Ron K. Fleming LLC

Ron K. Fleming LLC is a Tampa-based business advisory practice founded by former Lazydays CEO Ron Fleming. The firm works with CEOs, business owners and leadership teams to build healthier, more predictable and more profitable businesses. Fleming's approach combines more

than four decades of real-world business experience with the licensed tools and framework of the Pinnacle Approach.

For more information, visit RonKFleming.com.

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