



Thayer Leadership Announces Dan Rice, President, Was Recently Named as Special Advisor to Ukrainian Armed Forces



Dan Rice, President of Thayer Leadership at West Point, was recently named Special Advisor to General Valeriy Zaluzhnyy, Commander-in-Chief of the Ukrainian Armed Forces after a recent visit to Kyiv, Ukraine. (Photo: Business Wire)

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WEST POINT, N.Y.--(BUSINESS WIRE)--Thayer Leadership at West Point announces Dan Rice, President of Thayer, was recently named Special Advisor to General Valeriy Zaluzhnyy, Commander-in-Chief of the Ukrainian Armed Forces. This was first announced by Ukrinform, the national news agency of Ukraine, on May 19, 2022, in [an exclusive interview with Dan Rice](#).

Upon the personal invitation of General Zaluzhnyy, Rice visited the cities of Lviv and Kyiv, Ukraine in May 2022 to directly learn about the leadership and leader development transformation of the Ukrainian Armed Forces since 2014 to present. Ever since Russia invaded and occupied the Crimea and Donbas regions in 2014, Ukraine has been on a wartime footing – both civilians and military. The US government has provided support through financial aid and sending U.S. Army Green Berets to train over 26,000 Ukrainian Armed Forces soldiers. Through insurmountable odds, Ukraine has successfully pushed back the Russian invaders while still maintaining their values and ethics, while inspiring the world.

Dan Rice is a leadership and learning expert. As a combat veteran, graduate of the U.S. Military Academy at West Point, and corporate leader of a top-ranked leader development company, he is uniquely qualified to provide direct guidance to Ukraine in support of the war fighting effort against a superior enemy – Russia. “The Ukrainian military commanders and front-line soldiers have displayed unique ingenuity in tough situations, having been trusted and empowered by General Zaluzhnyy to defend Ukraine by whatever means possible and to fight until the last man or woman for their freedom. It is an incredible story about how honor and leadership at all levels has saved their country,” said Dan Rice. “The Ukrainian Armed Forces has Western values and is fighting the Russians on behalf of Western civilization.”

The visit to Ukraine and interviews with General Zaluzhnyy and his battlefield commanders will be leveraged to publish multiple articles in leading publications that aid in civilian and military understanding of the combat leadership environment in Ukraine before and during the current Russian invasion. Dan Rice is also scheduled to speak about his experience in Ukraine and lessons learned on numerous national television networks in June 2022. He is available for other press opportunities, as well. Rice has been published in the Wall Street Journal, Small Wars Journal, and Chief Executive magazine, plus appeared frequently on various news networks including CNN, FOX News, FOX & Friends, Bloomberg TV, NBC, MSNBC, and The Today Show.

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