

Sgt Major Gregory R Coker

In September 2013, after dedicating 26 honorable years to the United States Army and Army Reserve, Sergeant Major Greg Coker embarked on a new mission. He founded the Reaching New Heights Foundation Incorporated as he transitioned to a purposeful civilian life.

Throughout his life journey, Greg, known for his proactive problem-solving advocacy, has consistently been a willing servant to others. Upon returning home to Southern California, he immediately embraced the challenges of assisting and mentoring Inland Empire military veterans. His focus included helping them find respectable housing, seeking vocational training, and integrating into contemporary civilian America through meaningful employment.

The core mission of the Reaching New Heights Foundation, Inc. emerged as 'serving those who served.' Greg envisions the foundation's success through the positive transformation of veterans' lives and the enrichment of communities.

Greg's unique career paths in entrepreneurial salesmanship and structured military service have converged over time, providing balance and shaping his sense of personal accountability, transparent ethics, and energetic leadership style. These traits form the cornerstones of the Reaching New Heights Foundation.

Starting his civilian career with Xerox Corporation in 1987, Greg progressed to become an award-winning Account Executive. His business acumen and salesmanship further flourished at Johnson & Johnson Pharmaceutical Companies, Allscripts, and Vision Quest Orthocare, alongside his military service. His military career culminated as the Operations Staff Sergeant Major for the 5th Armored Brigade at Fort Bliss in El Paso, Texas. A seasoned manager and combat veteran, Greg played a pivotal role in budget management and effective training for over 12,000 soldiers deploying for combat duty.

Born and raised in central Ohio, Greg earned a Bachelor of Science degree in Industrial Technology from Central State University in 1986. He later obtained a Master of Arts degree in Leadership Studies from the University of Texas at El Paso in 2013. He also holds a second Master of Science degree in Rehabilitation Counseling from California State University, San Bernardino in 2017.

Greg's professional skills include critical-thinking strategic vision, analyzing and organizing key performance indicators, commitment to continuous improvement, and team-building prowess. He takes pride in motivating, inspiring, and leading others toward their goals.

Greg's accomplishments have garnered recognition and honors, including internships with San Bernardino and Riverside County's Department of Behavioral Health and Department of Mental Health, respectively. His academic achievements, awards, and certifications further attest to his dedication and excellence.

Greg, married to Tanya for 35 years, has two daughters, Niana and Naysha.