



JOE ROBERTS

JOE ROBERTS | SKID ROW CEO

The most effective leaders in society are those rare individuals who can inspire their audience with a passion that can only come from personal experience. As the former President and CEO of an extremely successful multimedia company, Joe Roberts has faced and overcome key business challenges, which confront every modern organization.

With a track record of proven business success, Joe formed his own multimedia company, Mindware Design Communications, and in less than four years led the company to a phenomenal 800% increase in business.

Joe's business solutions have made millions of dollars for his clients, across a variety of business sectors. It is from this experience that Joe draws when addressing Fortune 500 companies, professional associations and organizations internationally.

What is most amazing about Joe is that in 1989 he was living on the streets of Vancouver as a homeless skid row addict. Through perseverance, determination and his resilient human spirit, Joe pulled himself out of the darkness and despair, to become a highly respected business and community leader.

Today Joe Roberts (aka The Skidrow CEO) is an award-winning Inspirational Keynote Speaker armed with unwavering determination and 20+ years of speaking experience. His mission has been, is, and always will be to instigate a ripple effect of positive change everywhere he goes by reminding people of their unlimited potential.

When Joe was homeless in Vancouver he made a promise if his life was spared he would pay it forward. He did just that in the form of triumphantly pushing a shopping cart a staggering 9,064 kilometers across Canada in the name of youth homelessness prevention. This very act birthed a national awareness campaign called The Push for Change, inspiring fellow Canadians to create ripple effects of transformation in the lives of at-risk youth throughout the country.

Since 1989, Joe has acquired two college diplomas, became the CEO of one of Vancouver's leading multimedia companies, walked across Canada and achieved more success than he could ever have imagined. Joe has been recognized by MacLean's Magazine as one of "10 Canadians who make a difference," won the BC Courage to Come Back Award, received The Ontario Premier's Award for Business, was given an Honorary Doctorate from Laurentian University, was recognized by the Senate of Canada with their Canada 150 Medal, received the Medal of Good Citizenship from the province of BC and the Meritorious Service Medal from the Governor General of Canada.

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Ultimately, Joe's deep resonating "WHY" is to empower people to step into a life of infinite possibility, to understand *"there is truly more to each and every one of us than what we see"*

Skid Row

CEO