

Skid Row

CEO

Joe's Roberts Biography

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 President and CEO of an extremely successful multimedia company, Joe Roberts has faced and overcome key business challenges, which confront every modern organization.

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, boards of trade and professional associates internationally.

Joe is a college graduate with two business diplomas from Loyalist College in Ontario, where he won the coveted Laurie H. Cameron Memorial Award for academic excellence. After which he began his professional career making cold-calls in the gritty world of photocopier sales. He quickly found himself promoted into a leadership and management position with a major audio-visual company.

With a track record of proven business success, Joe formed his own multimedia company, Mindware. In less than four years, he led his company to a phenomenal 800% increase in business, and made his first million before he was 35.

What is most amazing about this young man however is that in 1989 he was living on the streets of Vancouver as a homeless skid row derelict. 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 of today.

Drawing on the tremendous courage and determination necessary for his dramatic personal transformation, Joe now uses his amazing story, insightful humor and solid business experience to inspire individuals and organizations to achieve their own remarkable goals!