

# Skid Row CEO

Joe Roberts aka The Skidrow CEO is an expert on resiliency and change. Having experienced both catastrophic failure and extraordinary success Joe teaches how to overcome the roadblocks that get in the way of high performance. He helps companies and individuals redefine what's truly possible by confronting limiting mindsets. Participants at Joes' events leave inspired and moved to action.

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.

Joe's message is relatable, humorous, honest, raw and unforgettable. He tackles the stigma associated with mental health and addiction in a straight forward authentic way that comes from his personal life experiences.

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 and was recognized by the Senate of Canada with their Canada 150 Medal. Recently Joe was awarded the Meritorious Service Medal (MSM) from The Governor General of Canada.

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.

Joe is also the Executive Director and Co-Founder of The Push for Change Foundation, a charity advocating for youth homelessness prevention. Joe walked 9041KM across Canada from May 1, 2016 until September 29, 2017, pushing a shopping cart to raise money and awareness about youth homelessness.