

# BOB UPGREN BIO

Bob Upgren believes in every sector of life ***we lead best when we serve first.***

He is the CEO of Cross Training Ministries, a sports ministries that annually partners with some of the greatest athletes of this generation to impact tens of thousands of young people each year. He is also founder of The Servant-Driven Leadership Academy, where he is consistently called upon to help organizations grow leaders and transform their cultures to be more servant- driven.

Described as *“a visionary thinker across multiple industries,”* Bob has devoted his professional life to mentoring hundreds of thousands of people through the diverse organizations he leads. His innovative views on business and leadership have attracted international attention which has allowed him to speak to over one million people throughout North America. Disney, CoCa Cola, Google, the National Basketball Association (NBA), Microsoft, Cisco and the US Armed Forces and more are just a few of the organizations who have benefited from his mentorship. The results of his teaching produce bottom line results like *greater employee engagement, higher retention of talent and thriving organizational cultures almost too good to be true.*

What makes Bob’s leadership teaching truly transformative is how he inspires audiences through his personal leadership experience rather than simply theory. In short, he doesn’t just talk the talk, he walks the walk. His work stretches from rural America to the streets of developing third-world countries; where his organizations serve orphanages, homeless situations and the most poverty stricken areas of the world. It was in these life-changing environments where the undeniable benefits of becoming a Servant-Driven Leader was born.