OWN IT

SPEAKERS SHEET



@Justin Roeth

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Own it Founder, Coach, TedX Speaker

Justin has 12+ years in the performance, health, nutrition, and sport science space. He's worked as a performance director in the NHL & NCAA, and runs a private camp for professional hockey players. He's written three books on human optimization and performance *(Amazon best sellers)*.

Justin runs the Outer Energy team at Own It.
From a young age he has always been self-motivated to improve, developing the discipline and work ethic necessary to excel everywhere he's been.

His relentless work ethic and enthusiasm rubs off on anybody who speaks with him, and his knack for making the complex simple is among the best in the performance industry. He has taken the 'biohacking' space, turned it upside down, and brought it to everyone on a sustainable level by using data purposefully to live intentionally and sustainably.

Justin's Superpower
Using his obsession to optimize his mind and body, he was never satisfied with the status quo. The continual hunger for learning and experimenting led to his mastery of holistic wellness & performance, and made the complex systems simple, and the most advanced data, practices and tools relatable.

This led him to a performance coaching career in the NHL team China's Olympic staff and later founded the Own It brand a company that seeks to help the entrepreneurs attain their optimum ownership experience. What gets measured, gets managed and thus can be improved.

Thus, nobody can take the latest research on nutrition, training, and recovery, and packages it into digestible, applicable steps quite like Justin.

250+
Written Articles & Published Studies

250+
Media Appearances

TEDx
Speaker

50
Keynotes

3x
Best Selling Author

5000+
People Coached