

## World-Champion Adventure Athlete|Speaker|Author|Entrepreneur



[Rebecca Rusch](#) is a world-class explorer, professional athlete, acclaimed speaker and bestselling author who brings her wilderness wisdom and entrepreneurial velocity to top trailblazers to reach the heights of human performance in leadership, business, and life.

She is a seven-time world champion who has spent the last four decades pushing her own mind, body, and spirit to the absolute edge of her own capabilities. While competing at the highest level in the world in multiple sports, Rebecca simultaneously forged a path where many women have never gone: Launching three successful businesses and becoming a high-achieving leader herself. Rebecca learned to rely on her training to expand her focus, her reach, and her impact in all the arenas she touched.

She now shares that exceptional knowledge and experience with the sport and leadership world. Rebecca leverages her stories of adventure through keynote addresses, speaking engagements, writing, and film to give leaders the hidden edge they need to ignite top performance and create world-changing results.

Summiting renowned Mt. Kilimanjaro on foot is challenging enough; Rebecca did it by bike in 2016. Elected to the inaugural class of the Gravel Cycling Hall of Fame in 2022, Rebecca is also the recipient of the World Bicycle Relief's Trailblazer Award and a Mountain Bike Hall of Fame inductee. From becoming the first person to bike the entire 1,800-kilometer Ho Chi Minh Trail, a story featured in the Emmy award-winning film [Blood Road](#), to finishing first—twice—in the human-powered, self-supported Iditarod Trail Invitational on bike and becoming a four-time champion of the grueling Leadville Trail 100 Mountain Bike Race. And that's only the beginning. Rebecca consistently pushes her mind, body, and spirit to the limit of human experience and shows others how to do the same.

Knowing that we rarely change without pain, the “Queen of Pain” herself is known for seeking the toughest physical and mental challenges in the world, pushing herself to become the first female to ascend Yosemite's 3000-ft. El Capitan Bermuda Dunes route, river-board 300 miles of the Grand Canyon in the middle of winter, and became the winningest human in the renowned Unbound Gravel Cycling Endurance Event.

Her bestselling memoir, [\*Rusch to Glory: Adventure, Risk & Triumph on the Path Less Traveled\*](#), weaves lessons of grief and failure, the mind-body connection, and endurance, perseverance, and resilience.

Rebecca has developed a framework of speaking engagements centering on human potential, holistic performance, failure as fuel, and lessons of endurance, perseverance, and resilience from her years of reflection and work on her inner and outer being. Rebecca believes that to give is to get; to risk is to reward; to move is to heal; and to become present is to become proactive.

In her journey of grief following the death of her father, Rebecca and her sister learned that pain is not a cave; it's a portal. In his honor, Rebecca formed [The Be Good™ Foundation](#) which uses bicycles as a catalyst to support global healing, empowerment, and evolution. She founded [Rebecca's Private Idaho](#), a four-day gravel cycling race that benefits the foundation in an epic, bucket-list event.

Rebecca delivers the tools top leaders need to unlock their hidden edge and reach the pinnacle of performance.

She serves as a guide to unbreakable strength, unshakeable confidence, and the risk-taking needed to lead with vulnerability and reflection to build a life and corporate culture that thrives through purposeful action.