



## **Adam Kreek, Biography**

Adam Kreek is a two-time Olympian and Olympic Gold Medalist, Entrepreneur, and Expert in High Performance. A self-described “positive realist,” Adam shares his skill, experience and strategies for success with organizations across North America. He has worked with over 100,000 people in areas of shared leadership, sustaining high performance and change management.

Adam has spent the past decade studying human performance, achievement, and well being. After a disappointing loss at the Athens Olympic Games of 2004, he powered his way to a gold medal at the Beijing 2008 Olympic Games. During his 13 year rowing career, Adam won over 60 medals, 27 in international competitions, with 43 of these being gold medal or first place performances. Adam was named Athlete Leader of the year at the prestigious Canadian Sports Awards, a lifetime achievement award presented to an individual who has provided outstanding contributions to sport as a leader advocate, change agent and builder.

Adam is co-owner of Grease Cycle, a Vancouver Island based organization that collects and processes waste vegetable oil, and produces sustainable Biodiesel for local consumption. Always eager to take on new challenges, Adam will row across the Atlantic Ocean in December 2012 to advocate for engagement in adventure as a tool for self betterment and to raise funds for Right To Play.

Adam is proud to work with the Canadian Wildlife Federation, serving as a representative of their Sail for Wildlife program and other conservation education initiatives. Adam is also an elected member of the Canadian Olympic Committee Board of Directors, where he serves in a leadership role to ensure the benefits of sport reach the broader Canadian society. He is an Ambassador for Right to Play, an international non-profit organization that uses play to rehabilitate youth in disadvantaged regions of the world. Adam is a Board Member of Clean Air Champions and speaks to groups across Canada about the benefits of taking care of human and environmental health. He also serves on the Board of Directors of the Island Biodiesel Coop and is a founding member of the Board of Directors of the BC Biofuels Network. He is a Big Brother, with Big Brothers and Big Sisters, a Team Power Smart Leader with BC Hydro and a representative of Act Now BC. Adam is a spokesperson for Whitehall Spirit rowing boats and clubs. He is an ambassador for the Robert Bateman Get to Know Program, an organization that connects hundreds of thousands of young people with nature through direct, hands-on and cutting-edge educational initiatives.

Adam recently served as Honorary Co-chair of the Elk Lake Boathouse Renewal Project and helped to raise \$1.3 million to renovate the community facility that houses Canada’s Olympic Rowing Team. In addition to his work with organizations, Adam has worked with

# KREEK SPEAK

THE LANGUAGE OF HIGH PERFORMANCE BY ADAM KREEK



thousands of youth in schools across Canada, instilling within our next generation the idea that the “secret to happy living is giving”.

Adam holds a degree in Geotechnical Engineering and Hydrology from Stanford University. He is a proud husband and father who lives in Victoria, BC and Ottawa, ON, Canada.

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